The famous C.B.S. TELEVISION and RADIO Laff-Riot!
ATLAS
NOV. NO. 25
my Friend Irma
10¢
IRMA, DID YOU PUT THE TWO DOLLARS ON FLEETFOOT'S NOSE LIKE I TOLD YOU?
NO, IT KEPT FALLING OFF, SO I TAPED IT TO HIS SIDE!
RACING FORM
ON SALE EVERY MONTH

LOOK: CONSTANTLY KEPT UP TO DATE!

# NEWEST HIT TUNES Break-Resistant Vinylite Filled RECORDS

CHOOSE . . .

18

☐ HIT PARADE TUNES
or
☐ MOST LOVED HYMNS
or
☐ HILL BILLY HITS

Brand New Discovery—6-IN-1 Vinylite *BREAK-RESISTANT* Records—Play Up To 10 Full Minutes.

IMPORTANT NOTICE!
These Tunes Are Constantly Kept Up to Date—Only the Newest Tunes Are Kept on the List

## ORDER BY MAIL AT 500% SAVINGS!

REGULAR 10" RECORDS Used On All Standard 78 R.P.M. Phonographs and Record Players.

YOUR FAVORITE GROUP OF SONGS!

ONLY $2.98

YOU GET

$16.02 Value 18 TUNES!

A $16.02 Value For $2.98 You SAVE $13.04

### 18 HIT PARADE TUNES

It's No Sin
Slow Poke
Tell Me Why
Cry
The Little White Cloud That Cried
Chermoine
Anytime
Jealousy
Shrimp Boats

Be My Life's Companion
Please, Mr. Sun
Bermuda
Wheel of Fortune
Tiger Rag
Blacksmith Blues
Hambone
Blue Tango
Perfidia

### OR 18 HILL BILLY HITS

It Is No Secret
May the Good Lord Bless and Keep You
Give Me More, More, More
Baby, We're Really in Love
Hey, Good Lookin'
Alabama Jubilee
Always Late
Cryin' Heart Blues
Somebody's Been Beatin' My Time
Slow Poke

Let Old Mother Nature Have Her Way
Crazy Heart
Mom and Dad's Waltz
Silver and Gold
Wandering
Bundle of Southern Sunshine
Too Old To Cut The Mustard
Music Makin' Mama From Memphis

### OR 18 MOST LOVED HYMNS

The Lord's Prayer
Onward, Christian Soldiers
What a Friend We Have in Jesus
Church in the Wildwood
In the Garden
Faith of Our Fathers
There Is Power in the Blood
Leaning on the Everlasting Arms
Since Jesus Came Into My Heart
Trust on Me

Jesus Keep Me Near the Cross
Softly and Tenderly
Dear Lord and Father of Mankind
A Mighty Fortress
Sun of My Soul
It Is No Secret What God Can Do
May the Good Lord Bless and Keep You
Just a Closer Walk with Thee

These tunes are constantly kept up to date—only the newest tunes are kept on the list.

**NOW, for the FIRST TIME**—You can have the BRAND NEW ALL-TIME HITS and POPULAR RECORDINGS—18 NEWEST All-Time Hits, Favorites in all—For the AMAZING, unbelievably LOW PRICE of only $2.98. That's right, 18 TOP Selections that if bought separately would **cost up to $16.02 in stores,** on separate records—**YOURS** by mail for only $2.98! YES, you can now get 18 **HIT PARADE** songs—the LATEST, the NEWEST nation-wide **HIT PARADE TUNES**—or 18 of the most POPULAR HILL BILLY tunes, some of these tunes are not yet sold by stores or you get almost a whole, complete album of your most wanted HYMNS. These are tunes you have always wanted, they will give you hours of pleasure. You can choose from THREE DIFFERENT GROUPS—on newest most sensational BREAK-RESISTANT records! These amazing records are 6-IN-1 records—6 songs to a record! They are brand new and play three times as many songs as regular records, and they play on regular 78 R.P.M. speed and fit all type 78 R.P.M. standard phonograph and record players. These are all perfect, BREAK-RESISTANT, Vinylite records free from defects. RUSH YOUR ORDER FOR your favorite group **NOW!** ORDER ALL THREE GROUPS and SAVE even MORE MONEY, only $2.98 per group.

**SUPPLY LIMITED.** That's why we urge you to fill in and mail coupon now! Play these 18 selections ordered, use the New GIFT surface saving needle, for 10 days at home. If you are not delighted, if you don't feel these are the Best Sounding records for the price, Return within 10 days for FULL REFUND. Don't Delay, SEND $2.98 in check or money order, or put three one dollar bills in the mail with this coupon and SAVE POSTAGE—DON'T DELAY! MAIL COUPON TODAY!

HIT TUNES CO. • 318 MARKET ST., NEWARK, NEW JERSEY

**FREE!**
If you RUSH YOUR ORDER NOW you get at NO EXTRA COST whatsoever a SURFACE SAVING NEEDLE! ORDER 18 Hit Tunes or 18 Hill Billy Hits or 18 Most Loved Hymns or ORDER ALL THREE SETS FOR only $7.95. But SUPPLY is LIMITED; so order at once. SEND COUPON TODAY. Order now on Money-Back Guarantee.

**MAIL COUPON NOW—10-DAY TRIAL OFFER**

HIT TUNES COMPANY, DEPT. 161
318 Market Street, Newark, New Jersey

Gentlemen: Please RUSH the 18 Top Selections along with the GIFT Surface SAVING NEEDLE on your NO-RISK 10-day Money-Back Guarantee. I enclose $2.98 for each group of 18 selections with the understanding that if I am not completely satisfied you will return my money.

☐ 18 Hit PARADE Tunes $2.98
☐ 18 Hymns $2.98
☐ 18 Hill Billy Hits $2.98
☐ All Three Groups, 54 Songs $7.95

Name _____
Address _____
City _____ Zone ____ State _____



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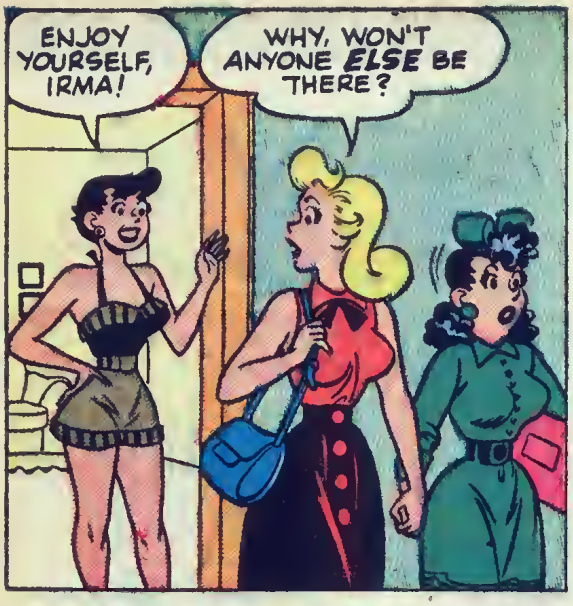
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

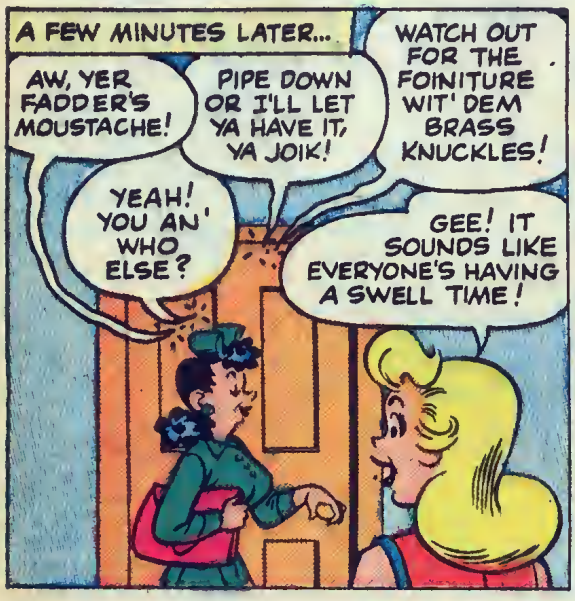
# My Friend IRMA

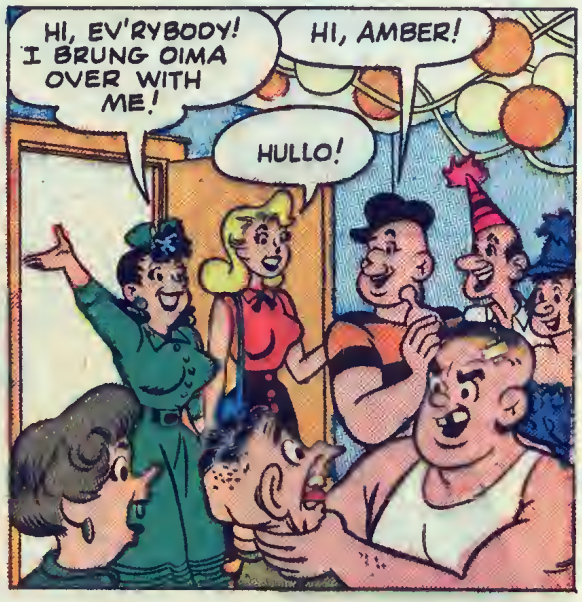
OIMA, I CAME OVER HERE TO INVITE YA! I'M THROWIN' A PARTY!
AT WHO?
by Stan Lee
B 378
AMBER'S DRESS BY: PAT EVANCZUK 316 MONROE ST. PORT CLINTON, OHIO
IRMA'S DRESS BY: HARDY KRUG 3125 W. 5TH AVE. VANCOUVER, B.C.
JANE'S SHORTS BY: CATHERINE BOONE 3121 GAYLORD, DENVER, COLO.

BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD

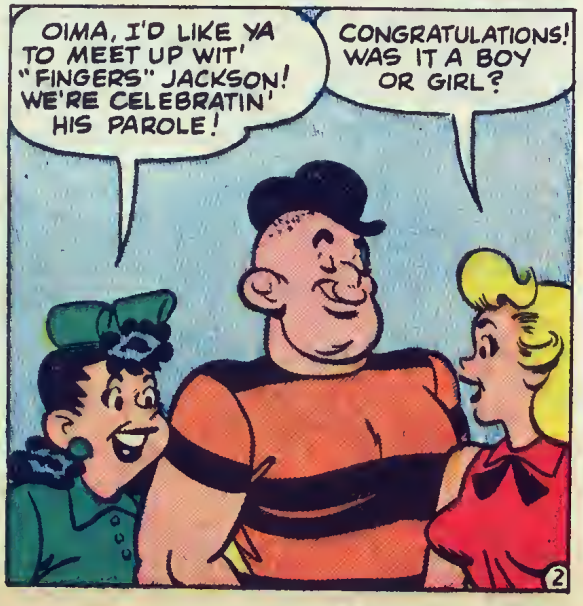

ENJOY YOURSELF, IRMA!
WHY, WON'T ANYONE ELSE BE THERE?

SHOULD WE TAKE A BUS, OIMA?
DON'T BE SILLY! IT'LL NEVER FIT IN YOUR APARTMENT!


A FEW MINUTES LATER...
AW, YER FADDER'S MOUSTACHE!
PIPE DOWN OR I'LL LET YA HAVE IT, YA JOIK!
WATCH OUT FOR THE FOINITURE WIT' DEM BRASS KNUCKLES!
YEAH! YOU AN' WHO ELSE?
GEE! IT SOUNDS LIKE EVERYONE'S HAVING A SWELL TIME!


HI, EV'RYBODY! I BRUNG OIMA OVER WITH ME!
HI, AMBER!
HULLO!

HEY, SQUOIMY! DIDN'T I TELL YA THIS PARTY IS FORMAL?
OKAY!
PUT YER SHOES BACK ON!

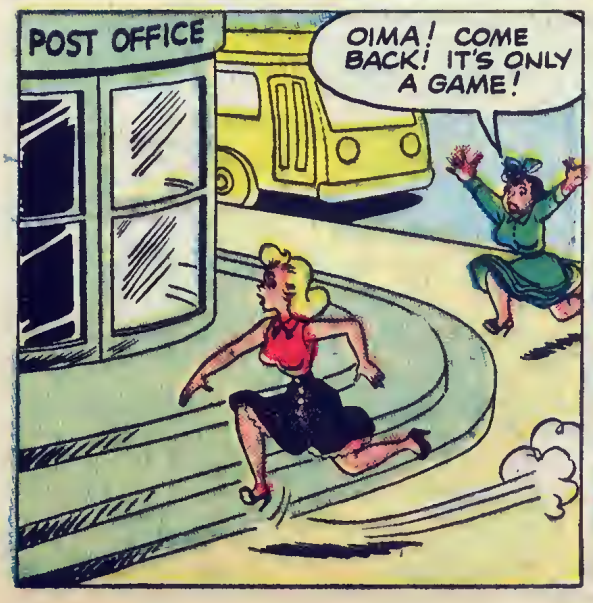

OIMA, I'D LIKE YA TO MEET UP WIT' "FINGERS" JACKSON! WE'RE CELEBRATIN' HIS PAROLE!
CONGRATULATIONS! WAS IT A BOY OR GIRL?
2

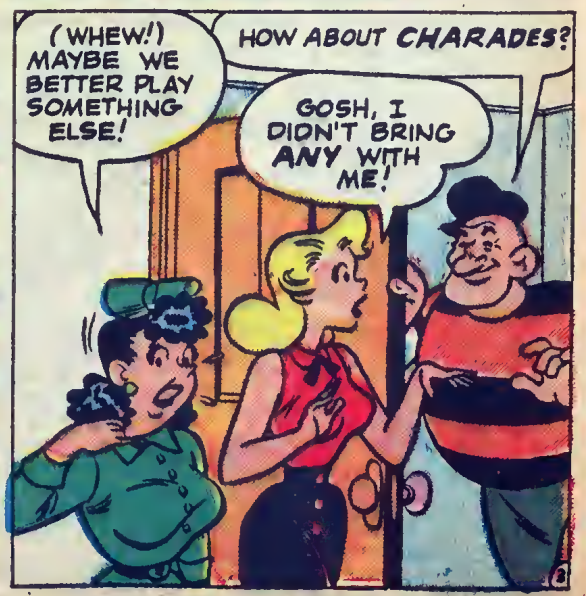
AN' THIS IS CURLY DOBBS...CURLY IS A GUITARIST!
REALLY? IT DOESN'T EVEN SHOW!

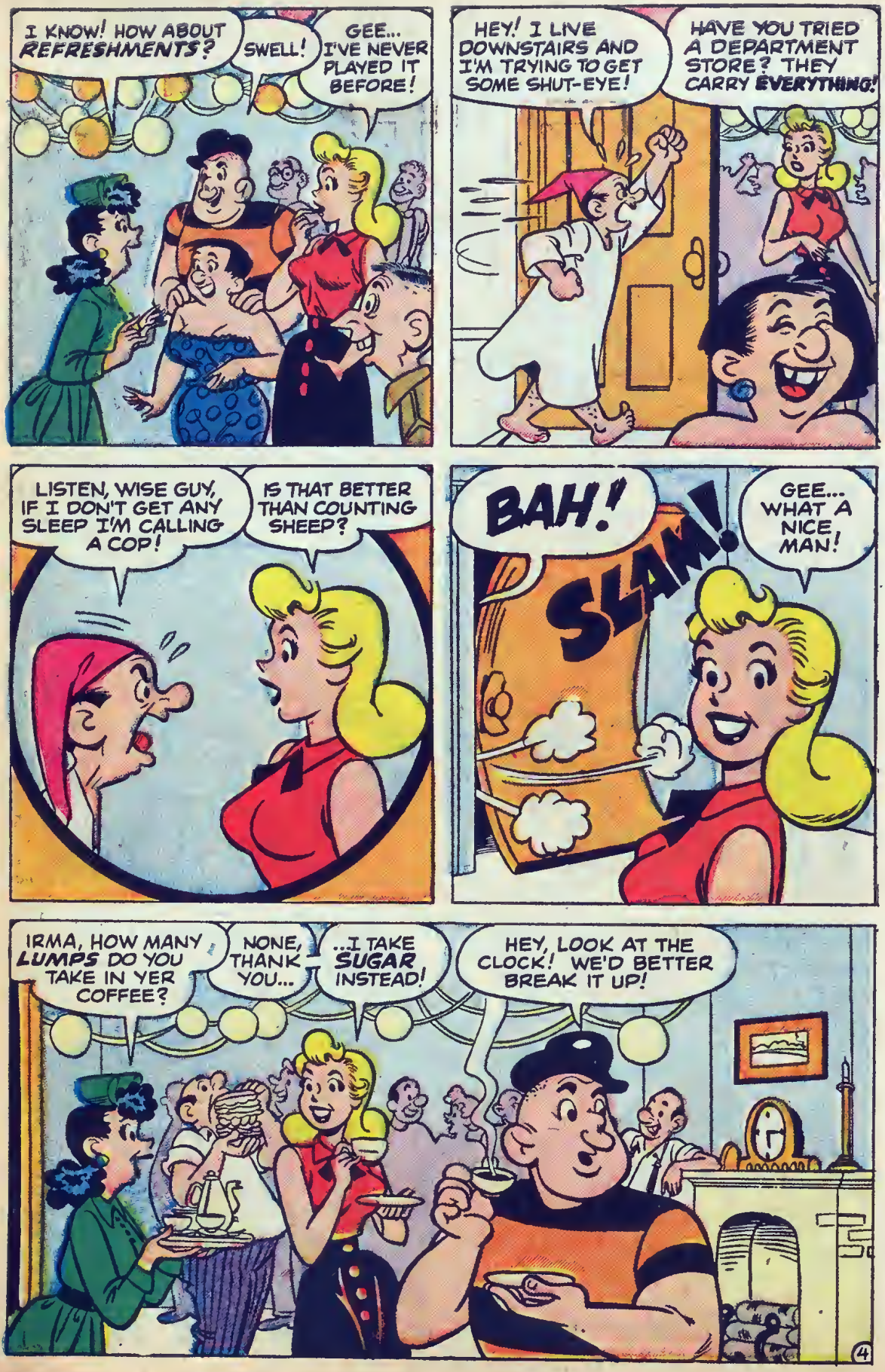
WOULDJA LIKE TO RUMBA?
NO, THANKS... I NEVER DRINK!

LET'S PLAY POST OFFICE!
OKAY!
YAY!

THERE'S A LETTER WAITING FOR IRMA PETERSON!
THERE IS?


POST OFFICE
OIMA! COME BACK! IT'S ONLY A GAME!

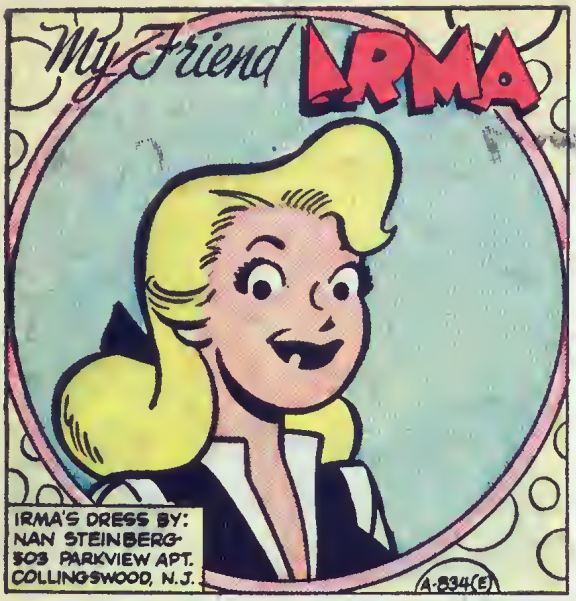

(WHEW!) MAYBE WE BETTER PLAY SOMETHING ELSE!
HOW ABOUT CHARADES?
GOSH, I DIDN'T BRING ANY WITH ME!


I KNOW! HOW ABOUT REFRESHMENTS?
SWELL!
GEE... I'VE NEVER PLAYED IT BEFORE!
HEY! I LIVE DOWNSTAIRS AND I'M TRYING TO GET SOME SHUT-EYE!
HAVE YOU TRIED A DEPARTMENT STORE? THEY CARRY EVERYTHING!
LISTEN, WISE GUY, IF I DON'T GET ANY SLEEP I'M CALLING A COP!
IS THAT BETTER THAN COUNTING SHEEP?
BAH!
SLAM!
GEE... WHAT A NICE MAN!
IRMA, HOW MANY LUMPS DO YOU TAKE IN YER COFFEE?
NONE, THANK YOU...
...I TAKE SUGAR INSTEAD!
HEY, LOOK AT THE CLOCK! WE'D BETTER BREAK IT UP!
4

AMBER, DON'T LET THEM BREAK UP THAT LOVELY CLOCK!
THAT AIN'T WHAT THEY MEANT, OIMA!
G'NIGHT, AMBER... IT WUZ A SWELL PARTY!
G'NIGHT, CURLY! G'NIGHT, EVERYBODY!
HAVE A GOOD TIME, OIMA?
NO, THANKS... I JUST HAD ONE!
HOW WAS THE PARTY, COOKIE?
OKAY... BUT AMBER DIDN'T KEEP HER PROMISE!
SHE DIDN'T? WHAT PROMISE?
SHE PROMISED THAT WHEN I GOT TO THE PARTY SHE'D GIVE ME AN INTRODUCTION...
...BUT SHE DIDN'T GIVE ME A THING! I CAME HOME EMPTY-HANDED!
THAT'S TO MATCH YOUR HEAD!
CLICK!
THE END
DAN DE CARLO

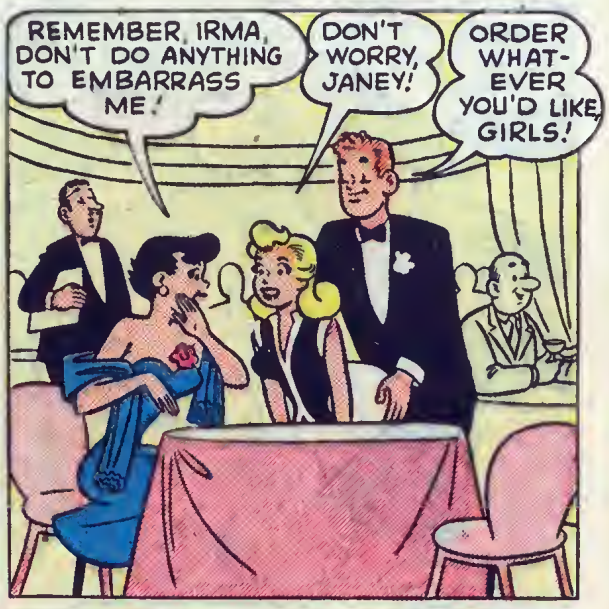


ATLAS
FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!
ATLAS


My Friend IRMA
IRMA'S DRESS BY: NAN STEINBERG 503 PARKVIEW APT. COLLINGSWOOD, N.J.
A-834(E)

LET'S GO TO A GOOD RESTAURANT FOR DINNER, GIRLS! IT'LL BE MY TREAT!
GOLLY!
WONDERFUL!
JANE'S DRESS BY: MAUREEN OLDAKER, SAN PEDRO, CALIF.

THIS IS THE BEST PLACE IN TOWN!
RITZY


REMEMBER, IRMA, DON'T DO ANYTHING TO EMBARRASS ME!
DON'T WORRY, JANEY!
ORDER WHATEVER YOU'D LIKE, GIRLS!

WOULD MESDAMES CARE FOR FILET MIGNON, SIRLOIN, OR TENDERLOIN?
NONE OF THEM, THANK YOU...

...I'D RATHER HAVE A STEAK!!

# Need Extra Spending Money?

# HERE'S $50 TO USE AS YOU PLEASE!

*It's Fun to Earn Money the Easy Stuart Way!*

## Take Easy Orders For STUART CHRISTMAS CARDS

Why not get all those things your heart is set on with money you earn by yourself! You can do it quickly and easily in your spare time! No experience is needed. All you do is show gorgeous Christmas Card samples we send to you on approval. Friends, neighbors, relatives, almost *everybody* you know buys on sight. You make sensational cash profits—fast!

**LOOK! HERE'S HOW QUICKLY YOU CAN EARN $50 CASH!**

Exciting new 21-Card Christmas Assortment is a bargain at $1 retail. Yet it pays you up to 50c on each quick sale. Sell 100 boxes to folks you know—and PRESTO, *$50 is yours!* Make even more money with amazing value Personalized Christmas Cards low as $1 per box, Religious, Humorous, All-Occasion Greeting Cards, Name-Imprinted Stationery, and many other fast-sellers. Send today for saleable sample Assortments on approval. Act fast and we'll include Personalized samples ABSOLUTELY FREE! Write NOW!

**NO EXPERIENCE NEEDED—SEND FOR SAMPLES NOW!**

**EARN FOR YOUR CLUB OR GROUP!**
For your church group, club or other organization STUART has a proven plan that members enjoy. It has been used to raise HUNDREDS OF DOLLARS! Get facts!

**STUART GREETINGS, INC.**
325 W. Randolph St., Dept. 15, Chicago 6, Ill.

**STUART GREETINGS, INC., Dept. 15**
325 W. Randolph St., Chicago 6, Illinois

YES! I want to earn extra money! Please send full details with Assortments on approval and Personalized Samples FREE.

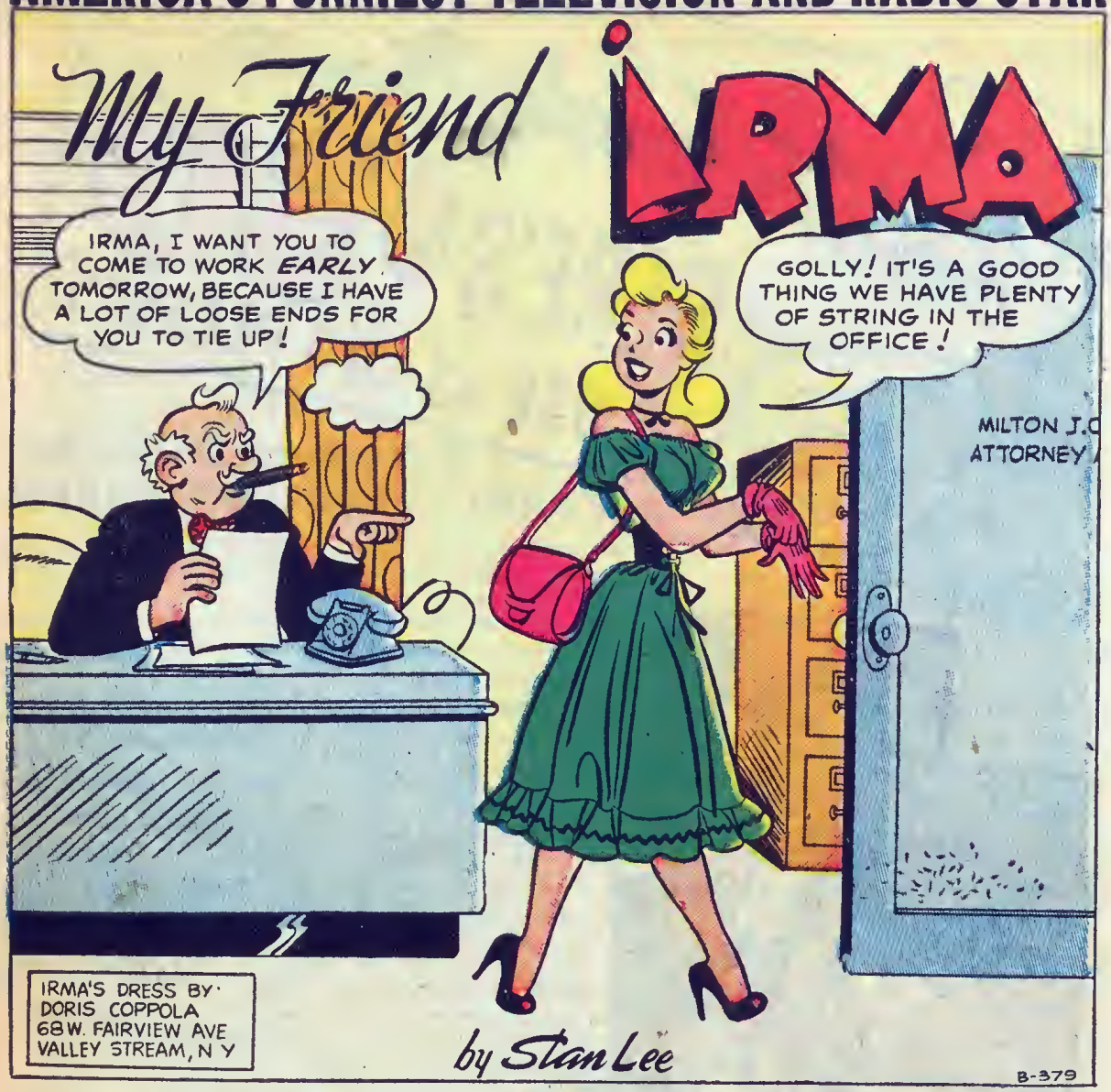
Name _____

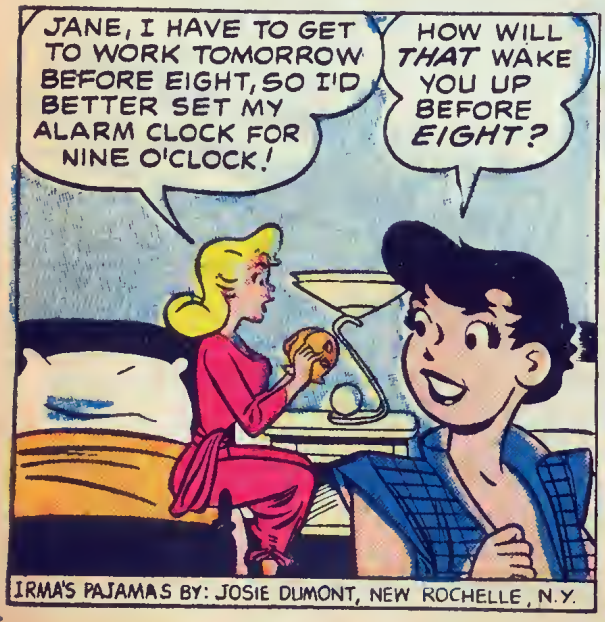
Address _____

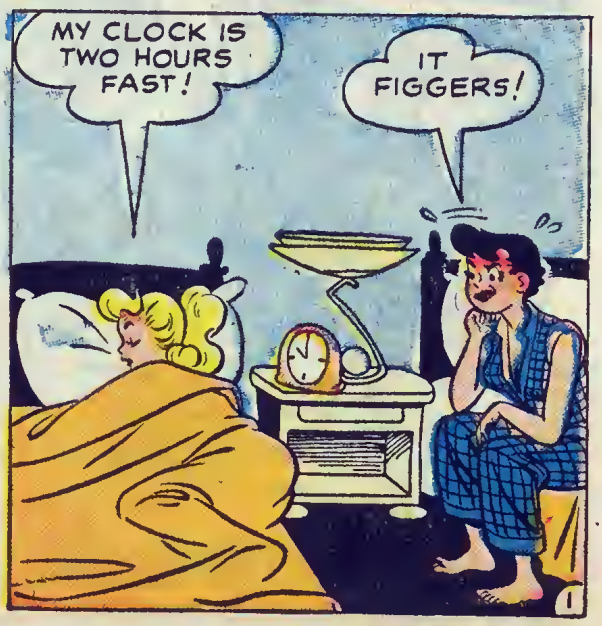
City _____ Zone ____ State _____

☐ Check here for organization earning plan.

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR


My Friend IRMA
IRMA, I WANT YOU TO COME TO WORK EARLY TOMORROW, BECAUSE I HAVE A LOT OF LOOSE ENDS FOR YOU TO TIE UP!
GOLLY! IT'S A GOOD THING WE HAVE PLENTY OF STRING IN THE OFFICE!
MILTON J.C
ATTORNEY
IRMA'S DRESS BY· DORIS COPPOLA 68 W. FAIRVIEW AVE VALLEY STREAM, N Y
by Stan Lee
B-379


JANE, I HAVE TO GET TO WORK TOMORROW BEFORE EIGHT, SO I'D BETTER SET MY ALARM CLOCK FOR NINE O'CLOCK!
HOW WILL THAT WAKE YOU UP BEFORE EIGHT?
IRMA'S PAJAMAS BY: JOSIE DUMONT, NEW ROCHELLE, N.Y.

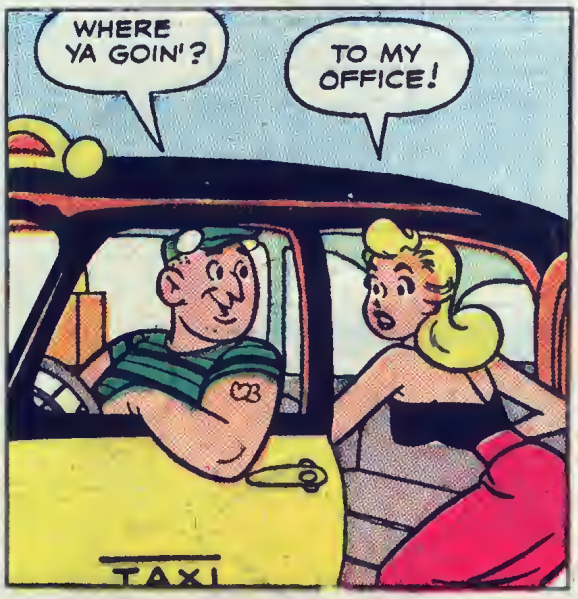


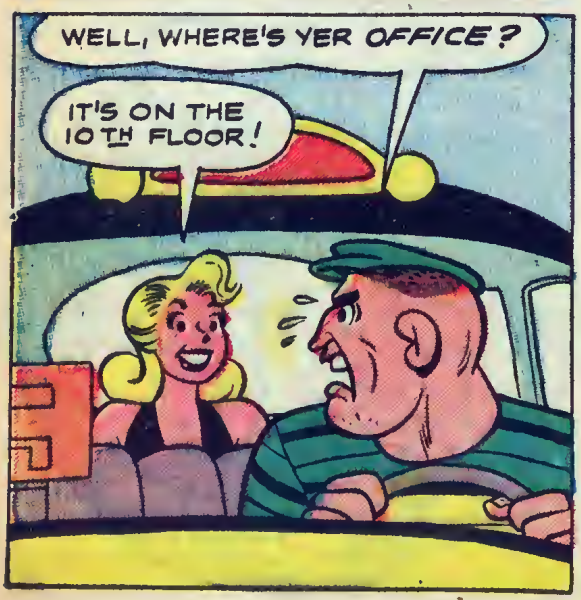
THE NEXT MORNING...
RR RING
...IN JANE'S BED...
R-NG
SHUT IT OFF!
SHUT IT OFF!
ON THE FLOOR ABOVE...
WHAT IS IT?
AN AIR RAID?!
R'NG
AND BLOCKS AWAY...
RRRR RING!
NO, LADY... IT AIN'T A FIRE GONG... IT'S IRMA'S ALARM CLOCK!
13
FIRE DEPT.
BUT IN IRMA'S ROOM...
RINGG!
ZZZZZZZ!
FINALLY...
THANK GOODNESS IT STOPPED!
GOLLY, JANE... ISN'T THAT ALARM CLOCK *EVER* GOING TO RING?!!
I'VE REALLY GOT TO RUSH SO I WON'T BE LATE!
IRMA... YOU'RE WASTING YOUR TIME... THERE'S NO COFFEE IN THAT POT!
JANE'S PAJAMAS BY:
DIANNE ROULIER
1001 FIRST ST.
HASCO, CALIF.
I KNOW... I NEVER DRINK COFFEE!
OH!
2

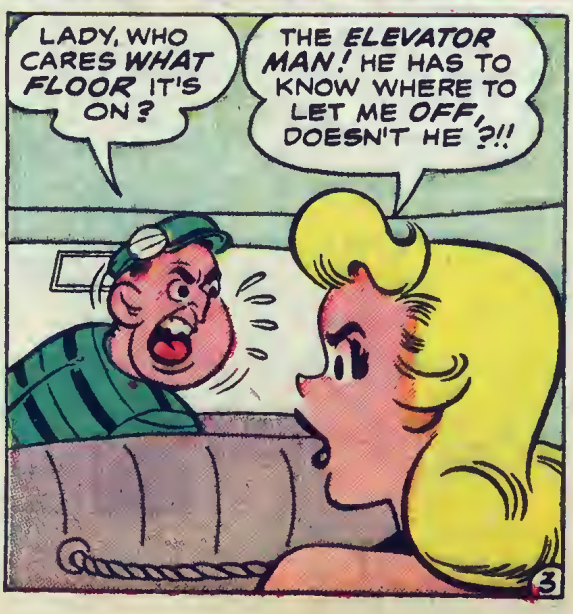
IRMA! YOU FORGOT SOMETHING!
NO, I DIDN'T! IT'S TOO WARM FOR A TOPCOAT!

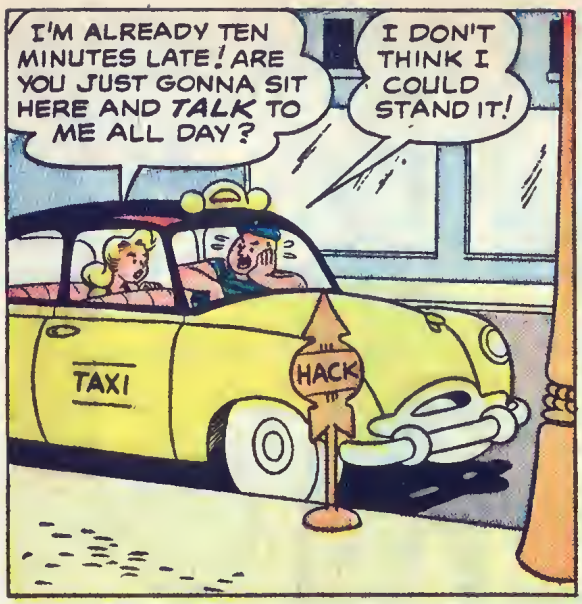
TWO MINUTES LATER...
I'D BETTER TAKE A TAXI TO BE SURE I'LL BE EARLY!
YOO HOO... TAXICAB!
IRMA'S DRESS BY: GAIL ANN PECK 536 S. FOURTH ST. ALBION, NEB.

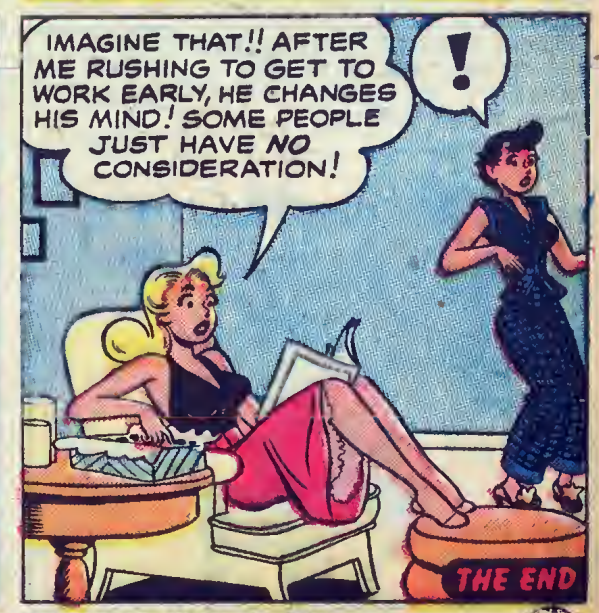
YOU WANT THIS TAXI, LADY?
NO THANKS... YOU KEEP IT! I ONLY WANT A RIDE!
TAXI


WHERE YA GOIN'?
TO MY OFFICE!
TAXI

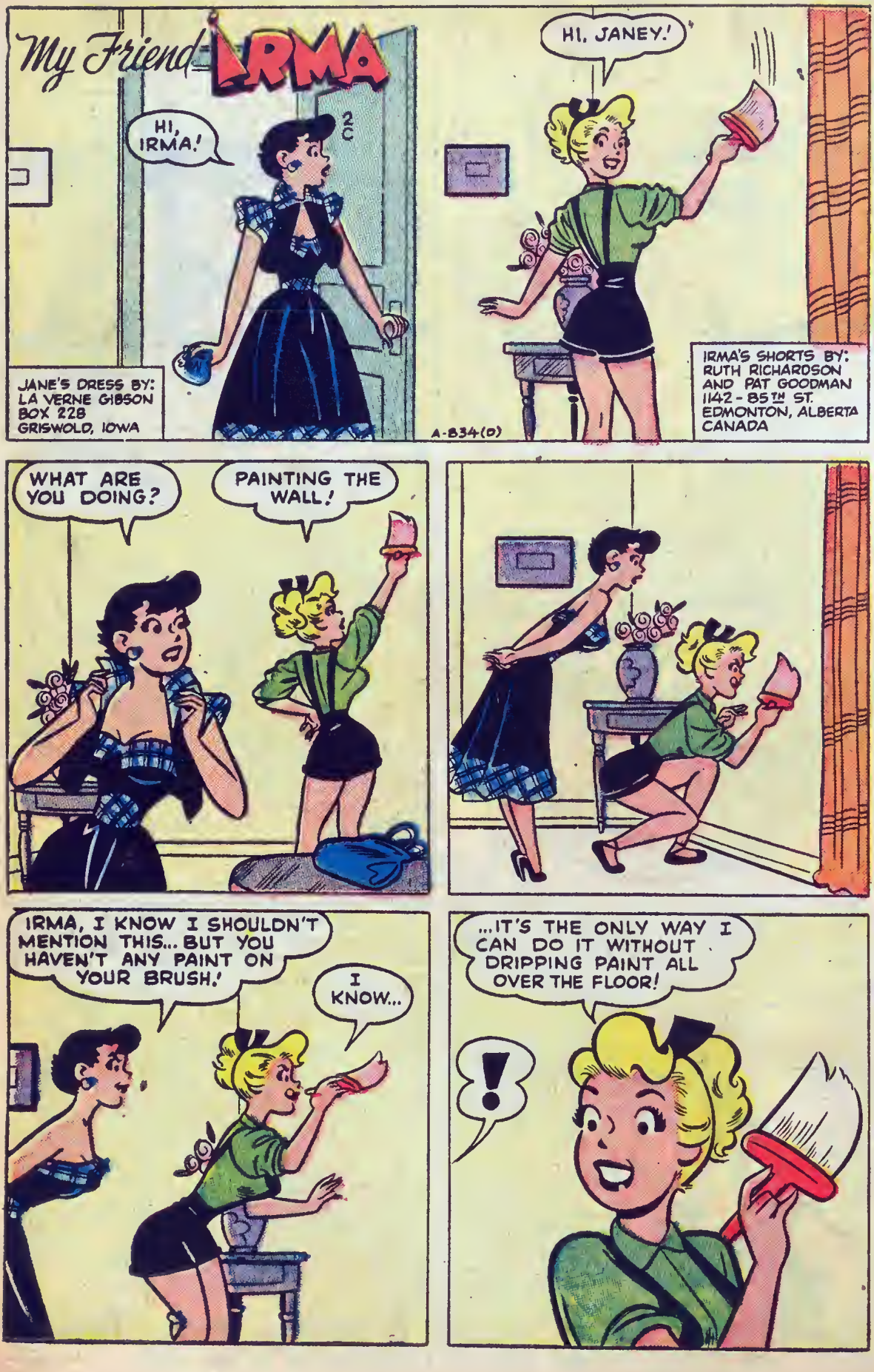

WELL, WHERE'S YER OFFICE?
IT'S ON THE 10TH FLOOR!


LADY, WHO CARES WHAT FLOOR IT'S ON?
THE ELEVATOR MAN! HE HAS TO KNOW WHERE TO LET ME OFF, DOESN'T HE?!!
3






ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS


My Friend IRMA
HI, IRMA!
HI, JANEY!
JANE'S DRESS BY:
LA VERNE GIBSON
BOX 228
GRISWOLD, IOWA
A-834(D)
IRMA'S SHORTS BY:
RUTH RICHARDSON
AND PAT GOODMAN
1142 - 85TH ST.
EDMONTON, ALBERTA
CANADA
WHAT ARE YOU DOING?
PAINTING THE WALL!
IRMA, I KNOW I SHOULDN'T MENTION THIS... BUT YOU HAVEN'T ANY PAINT ON YOUR BRUSH!
I KNOW...
...IT'S THE ONLY WAY I CAN DO IT WITHOUT DRIPPING PAINT ALL OVER THE FLOOR!
!

# You are in demand if you can draw!

Make money with your brush and pen! If you like to draw, sketch, or paint, take the famous Talent Test. No fee. No obligation. Mail this coupon TODAY!

## ART INSTRUCTION, INC.

Dept. 8942 • 500 S. 4th St., Minneapolis 15, Minnesota

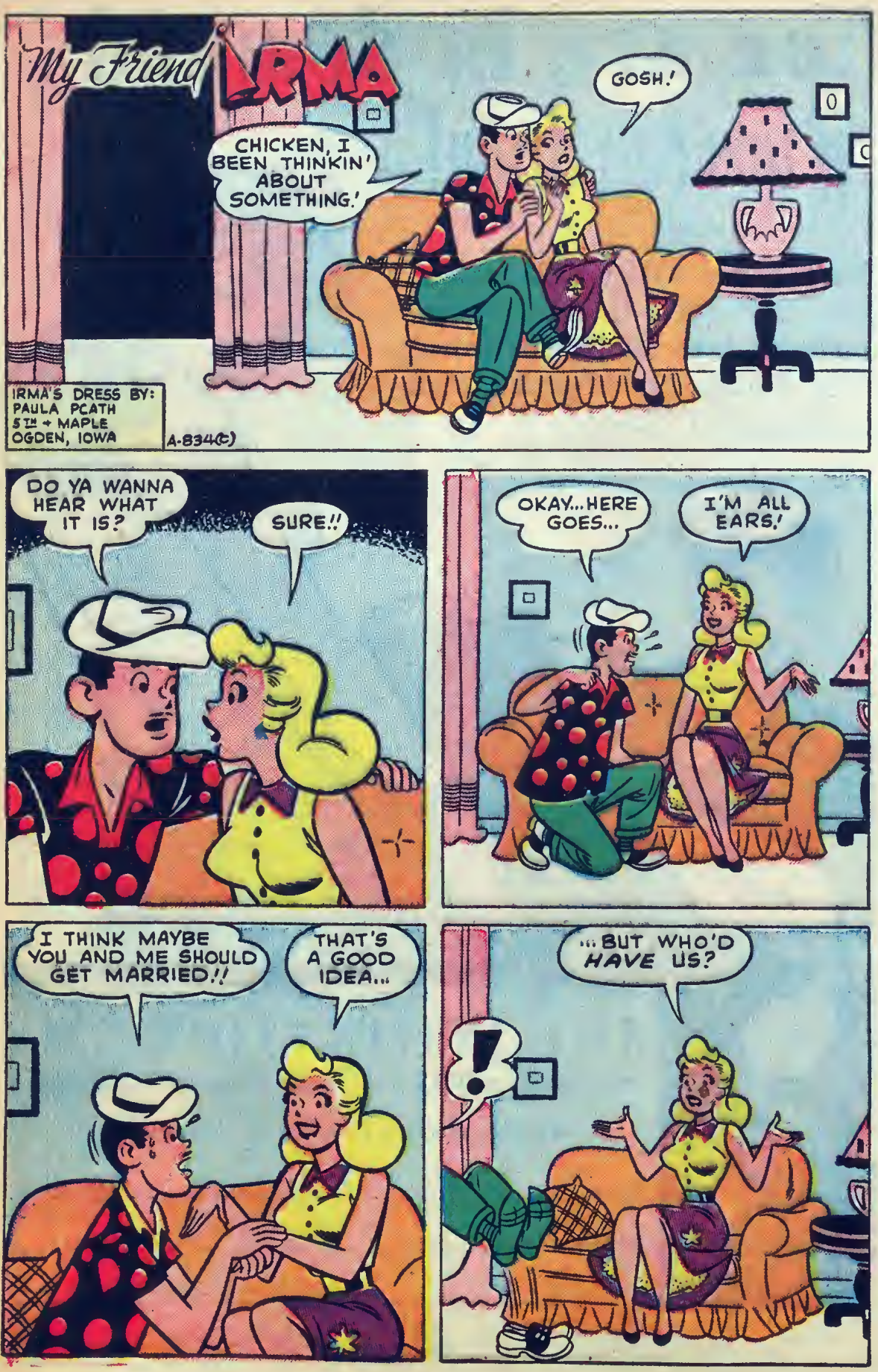
● Please send me your Talent Test (no fee).

Name_____ Age_____

Address_____ Phone_____

City_____ Zone____ County_____

State_____ Occupation_____


My Friend IRMA
CHICKEN, I BEEN THINKIN' ABOUT SOMETHING.'
GOSH.'
IRMA'S DRESS BY:
PAULA PCATH
5TH + MAPLE
OGDEN, IOWA
A-834(C)
DO YA WANNA HEAR WHAT IT IS?
SURE!!
OKAY... HERE GOES...
I'M ALL EARS.'
I THINK MAYBE YOU AND ME SHOULD GET MARRIED!!
THAT'S A GOOD IDEA...
...BUT WHO'D HAVE US?
!

# IRMA'S DEPARTMENT OF UTTER CONFUSION!

"MY FRIEND IRMA" IS IN THE NEWSPAPERS NOW! IF YOUR FAVORITE NEWSPAPER DOESN'T CARRY THE "MY FRIEND IRMA" COMIC STRIP, WRITE TO THE PAPER AND TELL THEM YOU'D LIKE TO READ IT!

HI, FRIENDS,
AL TOLD ME I LOOKED LIKE A BUCCANEER IN THIS OUTFIT! BUT I THINK I LOOK MORE LIKE A PIRATE! I'VE FINALLY READ ALL OF YOUR WONDERFUL LETTERS WHICH I ASKED YOU TO WRITE ME, TELLING HOW MUCH YOU LIKE MY MAGAZINE! NEXT ISSUE I'LL DEVOTE THIS ENTIRE PAGE TO THEM, BUT IN *THIS* ISSUE I TRIED TO PRINT AS MANY "IRMA-ISMS" AS POSSIBLE! HOPE YOU LIKE 'EM! WATCH THIS PAGE NEXT ISSUE FOR LOTS OF NEW SURPRISES!
*your friend, Irma*

POSE AND COSTUME BY: LOIS COVIELLO 10 7TH ST. NEW ROCHELLE, NEW YORK

## THIS MONTH'S WINNING IRMA-ISMS

CLERK: THERE'S THREE CENTS TOO MUCH POSTAGE ON THIS PACKAGE, MISS.
IRMA: GOLLY, I HOPE IT DOESN'T GO TOO FAR!
SUBMITTED BY: DIANA HIEMENZ, BOX 34, ST. JOSEPH, MINNESOTA

JANE: DIDN'T I ASK YOU TO NOTICE WHEN THE SOUP BOILED OVER?
IRMA: I DID! IT WAS SIX-THIRTY!
SUBMITTED BY: JANICE GOODMAN, 20 NORMANDY ST., ROXBURY, MASS.

JANE: IRMA, WHY ARE YOU RUNNING AROUND THE BED?
IRMA: I'M TRYING TO CATCH UP ON MY SLEEP!
SUBMITTED BY: SUSAN RYNDERS, 1906 MONROE ST., MADISON, WIS.

JANE: DO YOU LIKE CODFISH BALLS, IRMA?
IRMA: DON'T BE SILLY! FISH CAN'T DANCE!
SUBMITTED BY: DORIS FIER, 26 ABERNETHY DRIVE, TRENTON, N.J.

AL: DO YOU HAVE THE CHICKEN-DRESSING MADE YET?
IRMA: NO, AL! I CAN'T GET THE SHIRT TO FIT!
SUBMITTED BY: JUDY McGINNIS, R.F.D. 3 BOX 61, LENOIR, NORTH CAROLINA

AL: WHERE'RE YOU GOING WITH THAT UMBRELLA, CHICKEN!
IRMA: MY COUSIN SAID SHE WAS HAVING A SHOWER TODAY!
SUBMITTED BY: BARBARA DRAHOTA BOX 365, DODGE, NEBRASKA

MORE WINNERS

A 836

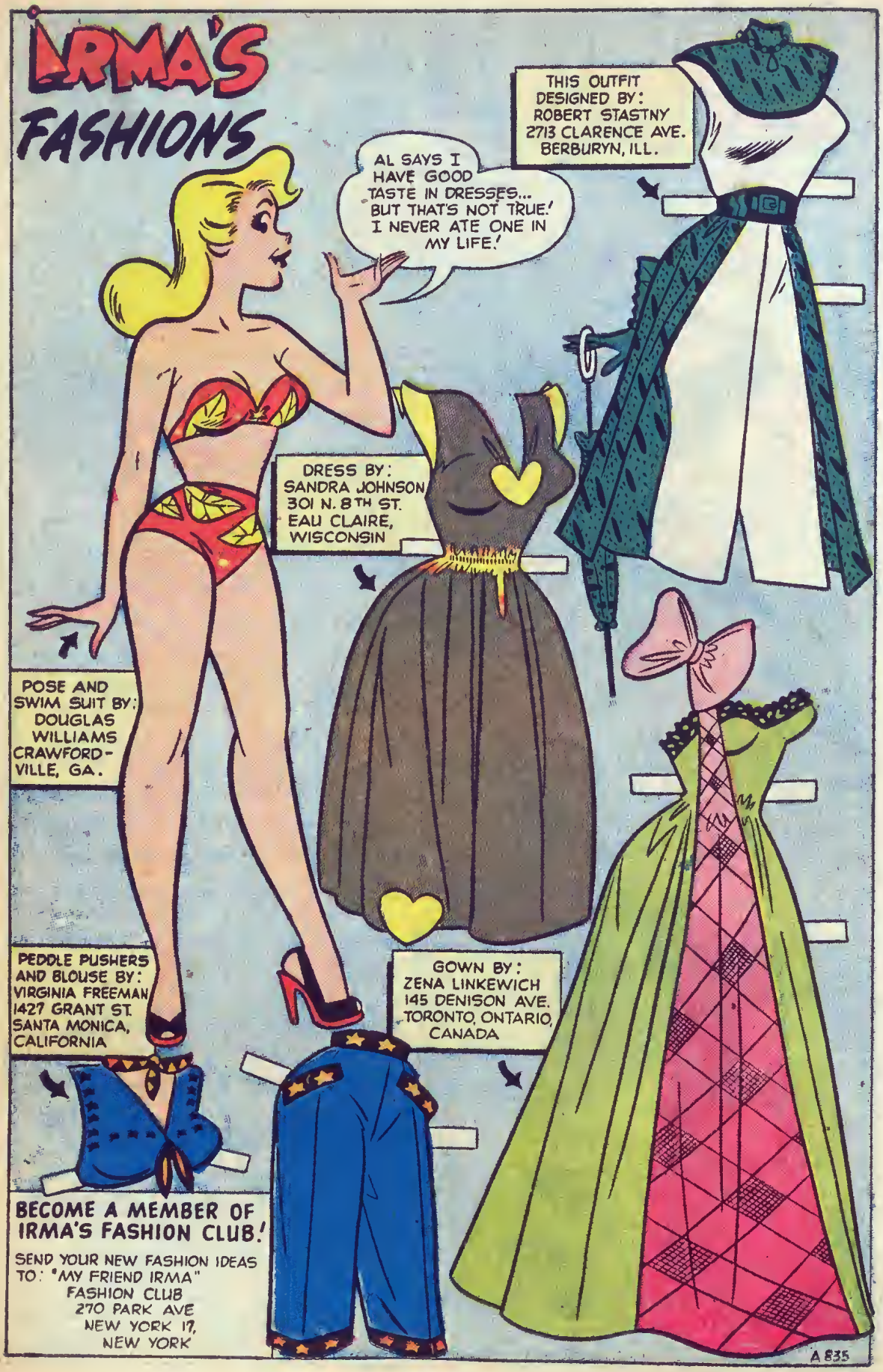
AL: BUT, CHICKEN, YOU CAN'T BUY A TOOTH FOR A DOLLAR!
IRMA: HAVEN'T YOU EVER HEARD OF A BUCK TOOTH?
SUBMITTED BY: DELORIS FIZER PARCOAL, W.VA.

JANE: DO YOU LIKE TO EAT CORN ON THE COB?
IRMA: NO, THAT'S WHY I BITE IT OFF!
SUBMITTED BY: BOB CASE 526 CENTRAL AVE. NEWPORT, KY.

AL: WHY DO YOU ALWAYS READ IN THE DARK?
IRMA: BECAUSE I WENT TO NIGHT SCHOOL, SILLY!
SUBMITTED BY: CHRIS VECCHIA EAST BOSTON, MASS.

SEND YOUR LETTERS TO:
CONTEST EDITOR...
"MY FRIEND IRMA"
270 PARK AVE.
NEW YORK 17, N.Y.!

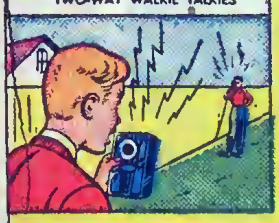
MY NAME IS _____
ADDRESS _____
CITY AND STATE _____ AGE ____


IRMA'S FASHIONS
AL SAYS I HAVE GOOD TASTE IN DRESSES... BUT THAT'S NOT TRUE! I NEVER ATE ONE IN MY LIFE!
THIS OUTFIT DESIGNED BY: ROBERT STASTNY 2713 CLARENCE AVE. BERBURYN, ILL.
DRESS BY: SANDRA JOHNSON 301 N. 8TH ST. EAU CLAIRE, WISCONSIN
POSE AND SWIM SUIT BY: DOUGLAS WILLIAMS CRAWFORD-VILLE, GA.
PEDDLE PUSHERS AND BLOUSE BY: VIRGINIA FREEMAN 1427 GRANT ST. SANTA MONICA, CALIFORNIA
GOWN BY: ZENA LINKEWICH 145 DENISON AVE. TORONTO, ONTARIO, CANADA
BECOME A MEMBER OF IRMA'S FASHION CLUB!
SEND YOUR NEW FASHION IDEAS TO: "MY FRIEND IRMA" FASHION CLUB 270 PARK AVE NEW YORK 17, NEW YORK
A 835

# WALKIE TALKIES

POWERED BY ORIGINAL REMCO ELECTRO-MAGNETIC CHASSIS, U. S. GOVERNMENT PATENT NO. 2,536,179

TWO-WAY WALKIE TALKIES



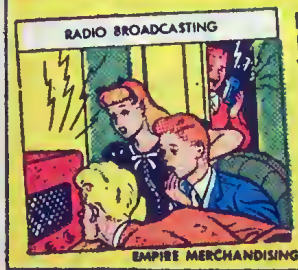
**TWO-WAY COMMUNICATIONS:** Set consists of TWO (2) "Transceivers" ready to hook up between any two points. No license needed! Powered by new patented Remco electro-magnetic chassis. Practical, foolproof operation is guaranteed.

**RECEIVE LOCAL BROADCAST STATIONS:** Your Walkie Talkies can easily be converted to the broadcast band and thus serve as your own private radio receiver. The REMCO plug-in crystal adapter and special aerial attachment will permit reception on broadcast frequencies. Adapter and aerial attachment only $2.98 (Optional)

Sets are ruggedly constructed of high quality injection molded plastic; engineered for utility and extra long service. This is not a kit but a factory tested and guaranteed communication system. Guaranteed—or your money refunded in full.

RADIO RECEIVER AND INTERPHONE

RADIO BROADCASTING



**BROADCAST OVER HOME RADIO:** Either or both of your Walkie Talkies can be hooked up so you can talk into them and hear your voice come out of the radio speaker. "Broadcast" from another room or another part of the house. Mystify your friends—plan your own radio programs and announcements.

TWO-WAY WALKIE TALKIES only $3.49 postpaid 2 SETS COMPLETE

MAIL THIS COUPON!

EMPIRE MERCHANDISING CO., DEPT WM — Send check, cash, or M.O.
63 Central Ave., Ossining, N. Y.

- ☐ Send 2 Walkie Talkie units _____ Price $3.49
- ☐ Send complete Walkie Talkies plus adapter and aerial _____ Price $5.47
  - ☐ Full payment enclosed. Rush order post-paid.
  - ☐ $1 deposit enclosed. Will pay postman balance plus charges.

Name _____

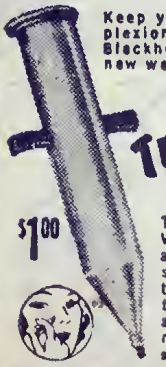
Address _____

City _____ State _____

EMPIRE MERCHANDISING CO., 63 CENTRAL AVE., OSSINING, N. Y.

# SHOP BY MAIL

## Ugly BLACKHEADS OUT IN SECONDS



Keep your complexion free of Blackheads this new way — look attractive instantly!

**Try VACUTEX Blackhead-Remover**

$1.00

The amazingly effective Vacutex extracts Blackheads automatically — WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

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19 West 44th St., New York 18, N. Y.

- ☐ Enclosed find $1. Send postpaid.
- ☐ Send C.O.D. I will pay postman $1 plus postage; $1 refund if not delighted.

SORRY, NO C. O. D.'s OUTSIDE U. S. A.

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To Be Set to Music

Send your poems for free examination. Any subject. PHONOGRAPH RECORDS MADE.

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ONLY 50¢ PER SET

U. S. A. ONLY NO C. O. D.'s

order from MAJOR LEAGUERS P.O. BOX 2500 • PATERSON, N. J.

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ADDRESS _____

CITY _____ ZONE ____ STATE _____

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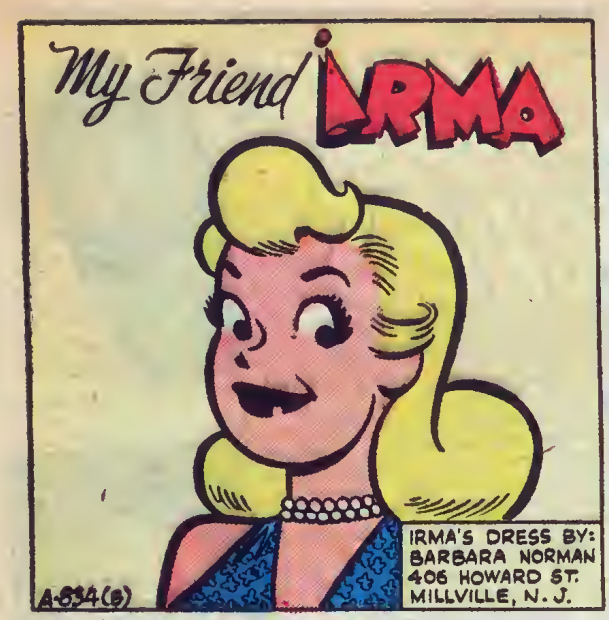
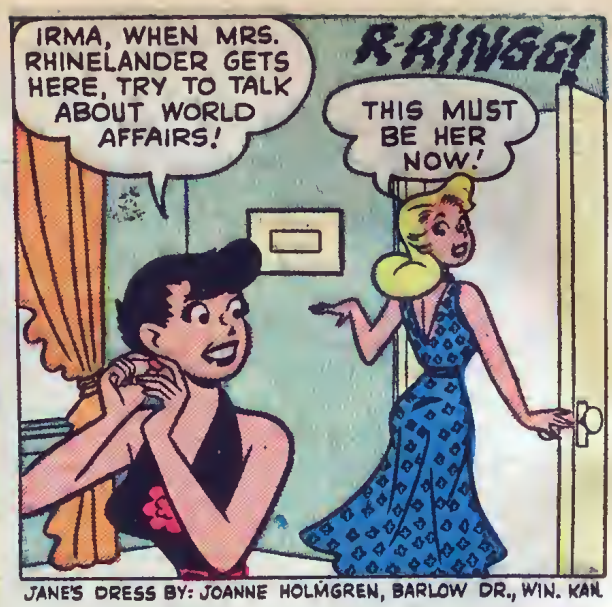
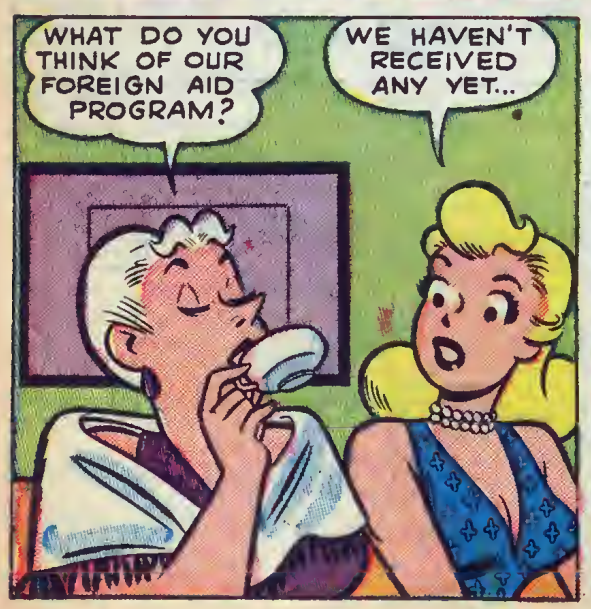

My Friend IRMA
IRMA'S DRESS BY:
BARBARA NORMAN
406 HOWARD ST.
MILLVILLE, N. J.
A-834(9)


IRMA, WHEN MRS. RHINELANDER GETS HERE, TRY TO TALK ABOUT WORLD AFFAIRS!
R-RINGG!
THIS MUST BE HER NOW!
JANE'S DRESS BY: JOANNE HOLMGREN, BARLOW DR., WIN. KAN.

HELLO, MY DEARS!
HELLO, MRS. RHINELANDER!
HELLO, MRS. RHINELANDER!
2 C

HAVE YOU GIRLS SEEN THE PAPER LATELY?
OH, YES!
OF COURSE!


WHAT DO YOU THINK OF OUR FOREIGN AID PROGRAM?
WE HAVEN'T RECEIVED ANY YET...

BUT IF IT'S A GOOD SHOW, WE'LL BE SURE TO BUY TICKETS!

Reducing Specialist Says:

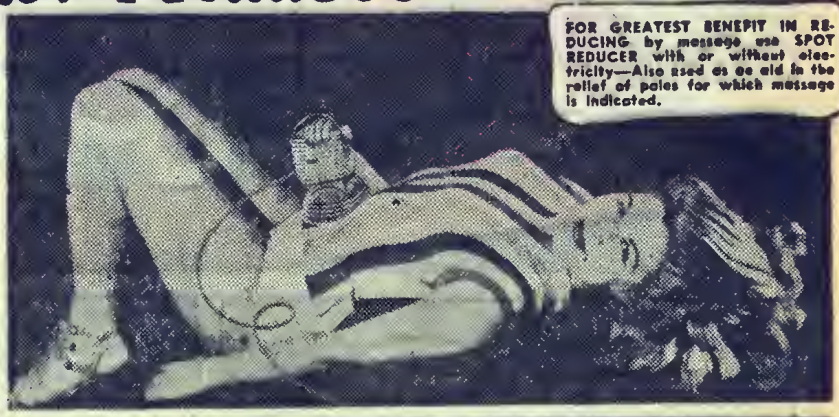
# LOSE WEIGHT Where It Shows Most REDUCE MOST ANY PART OF THE BODY WITH

# ELECTRIC Spot Reducer

Relaxing • Soothing
Penetrating Massage

PLUG IN GRASP HANDLE AND APPLY

UL UNDERWRITERS LABORATORY APPROVED



FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.

## TAKE OFF EXCESS WEIGHT!

### Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY Without Risking HEALTH

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!

LIKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

#### YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

## TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only $1 for your Spot Reducer on approval. Pay postman $8.95 plus delivery—or send $9.95 (full price) and we skip postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refued. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

### ALSO USE IT FOR ACHES AND PAINS

**CAN'T SLEEP:**

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.

**MUSCULAR ACHES:**

A handy helper for troesiest relief of discomforts that can be aided by gentle, relaxing massage

**LOSE WEIGHT OR NO CHARGE**

**USED BY EXPERTS**

Thousands have lost weight this way — in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room

**ORDER IT TODAY!**

**SENT ON APPROVAL—MAIL COUPON NOW!**

SPOT REDUCER CO., Dept. 8-74
318 Market St., Newark, New Jersey

Please send me the Standard Model SPOT REDUCER for 10 days trial period. I enclose $1.00, upon arrival I will pay postman only $8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

☐ I enclose $12.95 Send DeLux Model, postage pre-paid.

Name_____

Address_____

City_____ State_____

☐ SAVE POSTAGE—check here if you enclose $12.95 for DeLux Model. We pay all postage and handling charges. Same money back guarantee applies

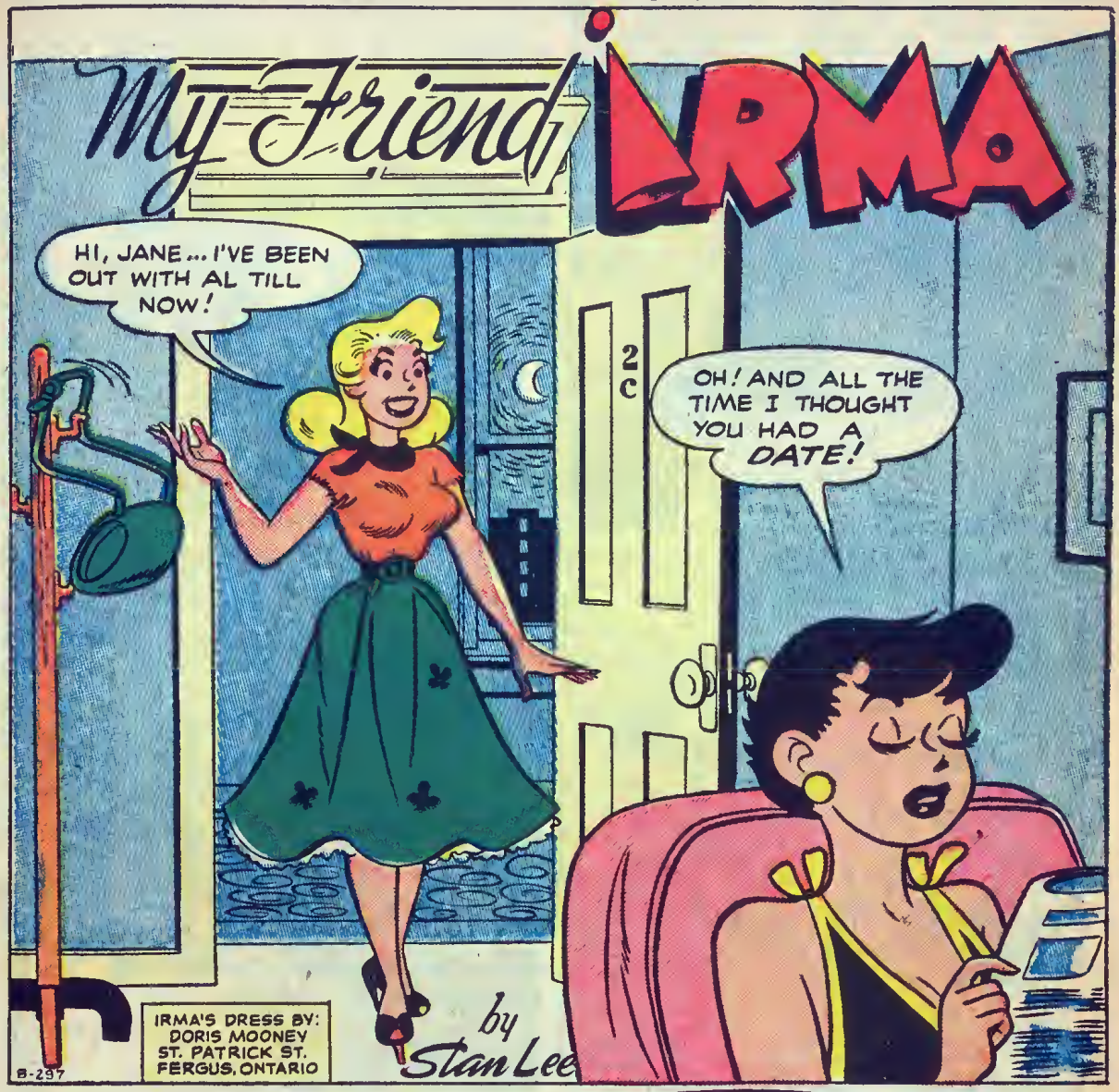
☐ I enclose $9.95. Send Standard Model.

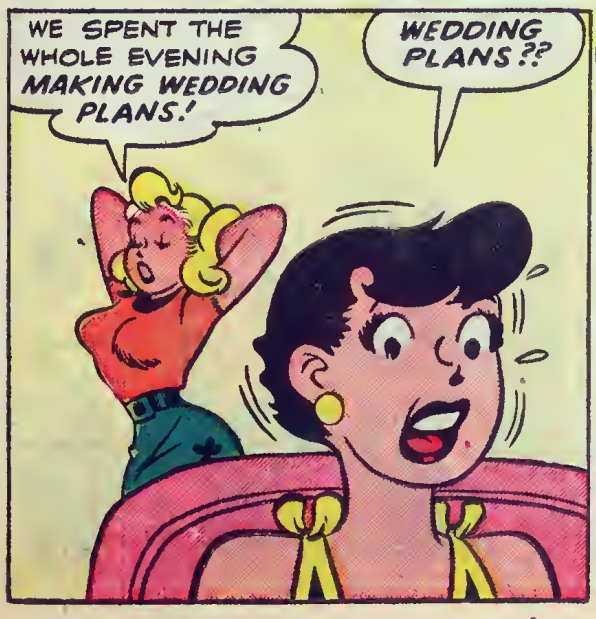
LOSE WEIGHT OR NO CHARGE

My Friend IRMA
OIMA, A COP IS FOLLOWIN' YA!
HE IS?
DRESSES BY:
BOBBIE KAY HEATH
1015 S.W. FIFTH AVE.
MINERAL WELLS, TEXAS
A-534(A)
PULL OVER, LADY!
OKAY!
IS SOMETHING WRONG, OFFICER?
YEAH...
D11 51
YOU'RE DRIVING A CAR WITH LAST YEAR'S LICENSE PLATES ON IT!!
OH, THAT'S OKAY...
...THIS IS LAST YEAR'S CAR!
!

AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

# My Friend IRMA


HI, JANE... I'VE BEEN OUT WITH AL TILL NOW!
2C
OH! AND ALL THE TIME I THOUGHT YOU HAD A DATE!
IRMA'S DRESS BY: DORIS MOONEY ST. PATRICK ST. FERGUS, ONTARIO
B-297
by Stan Lee

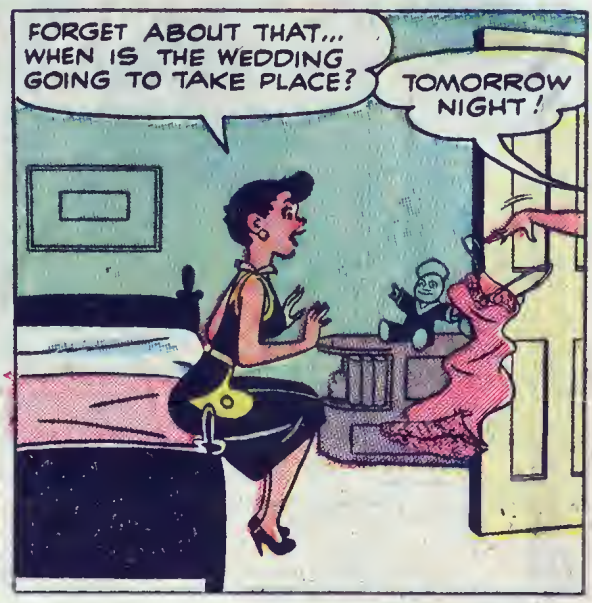


WHAT'S HIS HURRY? YOU'VE ONLY BEEN GOING STEADY FOR 10 YEARS!
I KNOW! AL LIKES TO MAKE SNAP DECISIONS!
JANE'S DRESS BY: JOCELYN BAILEY 712 SARATOGA LIMA, OHIO

I NEVER THOUGHT YOU'D HAVE A WEDDING PRIOR TO MINE!
IT'S NOT! IT'S BEFORE YOURS!

IRMA... YOU DON'T KNOW WHAT PRIOR MEANS!
YES, I DO... IT'S THE WOOD THAT THEY MAKE PIPES OUT OF!
DAN DE CARLO

NO! THAT'S BRIAR!
DON'T BE SILLY! A BRIAR IS A MAN WHO TELLS FIBS!

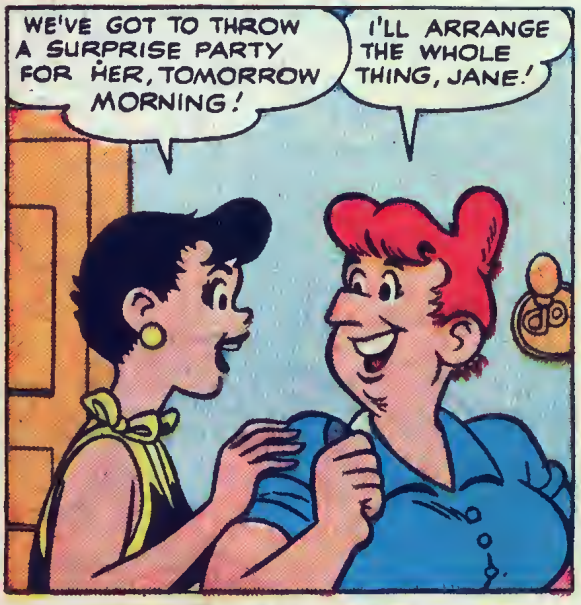

FORGET ABOUT THAT... WHEN IS THE WEDDING GOING TO TAKE PLACE?
TOMORROW NIGHT!

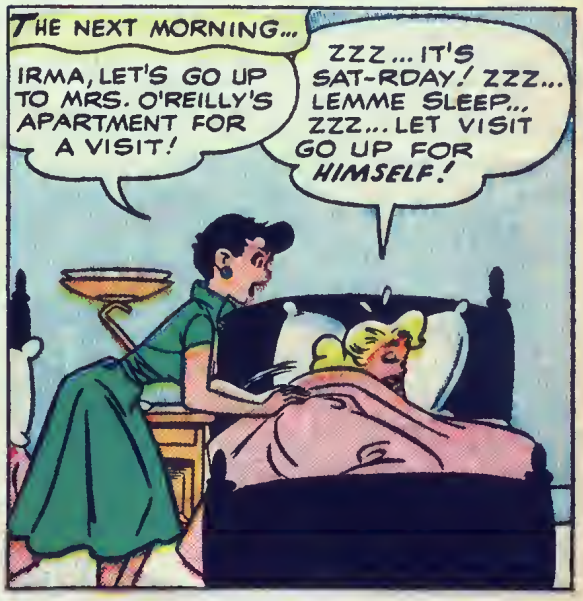
WILL THERE BE MANY PEOPLE IN ATTENDANCE?
NO... THEY'LL BE IN FORMAL CLOTHES!

YOU SHOULD HAVE TOLD ME SOONER! I'D HAVE GIVEN YOU A SHOWER!
THAT'S OK, JANEY! I'M CLEAN ENOUGH!
2
IRMA'S PAJAMAS BY: ANDY COUIELLO, NEW ROCHELLE, N.Y.

EXCUSE ME FOR A MINUTE, HONEY! I HAVE TO MAKE A CALL!
OK!

MRS. O'REILLY... IRMA IS GETTING MARRIED!!
GLORY BE! IF SHE CAN CATCH A HUSBAND, THEN THERE'S HOPE FOR ME!
LANDLADY


WE'VE GOT TO THROW A SURPRISE PARTY FOR HER, TOMORROW MORNING!
I'LL ARRANGE THE WHOLE THING, JANE!


THE NEXT MORNING...
IRMA, LET'S GO UP TO MRS. O'REILLY'S APARTMENT FOR A VISIT!
ZZZ... IT'S SAT-RDAY! ZZZ... LEMME SLEEP... ZZZ... LET VISIT GO UP FOR HIMSELF!

COME ON, IRMA! IT'LL ONLY TAKE A MINUTE!
MMMZZZM!

SURPRISE!

WHAT'RE YOU SURPRISED ABOUT? DIDN'T YOU EXPECT ME?
!
OIMA ... YOU'RE THE ONE WHO'S SUPPOSED TO BE SURPRISED!!!
OH!
WE ALL WANT TO TELL YOU HOW HAPPY WE ARE ABOUT YOUR FORTHCOMING MARRIAGE!
JAH! MISTER CLYDE THOUGHT HE'D NEVER GET RID OF YOU!
BUT I'M NOT GETTING MARRIED!
YOU'RE NOT?
BUT YOU SAID YOU AND AL SPENT THE EVENING MAKING WEDDING PLANS!
WE DID! AL'S FRIEND DIGBY IS GETTING MARRIED... AND AL AND I WERE ARRANGING A PARTY FOR HIM!
!!!!
GOSH, JANE... IF YOU'RE GONNA KEEP LOSING YOUR TEMPER LIKE THIS, I'M NEVER GONNA TELL YOU ANYTHING AGAIN!!!
PROMISE?
THE END



ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

# SHOP BY MAIL — STAMPS

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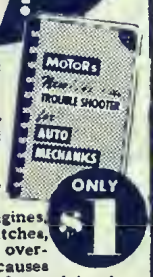
## Spots 1760 Car Troubles -In a Jiffy!

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Dean Rose Piano Studies, Inc., Dept. C-1611
45 West 45th St., New York 36, N. Y.
Send Piano Course of 30 lessons, 50 songs, and Patented Automatic Chord Selector. On delivery will pay postman just $1.98 plus postage. If not delighted, may return Course in 10 days for purchase price refund. The Automatic Chord Selector is mine to keep.
☐ SAVE 50c! Send cayment now, we pay postage. Same guarantee.

Name _____
Address _____
No APO, FPO, or Foreign COD's

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**FREE! "The Stamp Finder"** Tells at a glance the country to which any stamp belongs. 36 pages illustrated. Includes valuable "Stamp Collector's Dictionary," Stamp Treasures and World's Ten Rarest Stamps. Also Approvals. **OAKCELOH STAMP CO., Box 1113, Calais, Maine**

**"HOW To Recognize Rare Stamps!"** FREE BOOK containing nearly 200 illustrations PLUS information that every collector should have!
**KENMORE, Milford H-72, N. H.**

**1050 DIFFERENT STAMPS** given to approval applicants becoming customers. Send 3c for particulars, lists and approvals.
**BRYSON STAMP CO., Drawer F-11, Rossford, Ohio**

**FREE!! ODD SHAPED STAMPS**
To Buyers of Our Foreign Approvals. Plus an Amazing Surprise Offer **TRU-VALUE SERVICE Box 1111 Santa Ana, Calif.**

**300 STAMPS FOR ONLY 10¢**

INCLUDES STAMPS CATALOGUING UP TO 25c EACH! ALSO APPROVALS.

**MYSTIC STAMP COMPANY**

Camden 3, New York

**POSITIVELY GREATEST FREE OFFER**

Rare Octagonal (eight sidad) stamp, gorgeous Diamond, giant Triangle, also mammoth and midget stamps. ALL FREE to foreign approval buyers. Plus Free, Scott's International $6.00 album and the latest Scott Stamp Catalogues
**PLYMOUTH - DEPT. A60 Bell, California**

**118 DIFFERENT STAMPS** Including Commemoratives, Charities, Airmail, Surcharges, Sets, etc. Only 3c to APPROVAL BUYERS.
**BADGER STAMP CO., Dept. N, MILWAUKEE 3, WIS**

**U. S. ARMY & NAVY HEROES**

A collection featuring U. S. Army & Navy Heroes on stamps from War of 1812, Civil & Revolutionary and others. A Pictorial History. 10c with bargain U. S. approvals. **LOCUST STAMP CO. Box 305-N Harmon-on-Hudson, N. Y.**

**GIGANTIC CANADIAN BARGAIN**

5c Complete set Royal Visit, Coronation, Jubilee, new George VI set, Confederation, Geo. V set, etc. A gigantic bargain. Only 5c to approval applicants. **ENSIGN STAMP CO. Box 118 Dept. E So. Orange, N. J.** 5c

**STAMP COLLECTING OUTFIT**

A packet of stamps from all parts of world. A package of stamp hinges; perforation gauge and millimeter scale; watermark detector. Everything ONLY 10c to approval buyers. **LORRAINE W. BROWN, Dept. 10 Marion, Mich.**

**25 DIFFERENT INDIA 5¢**
to approval applicants
Premiums with Purchases
**Broadwain Stamp Co., Box 82-Z, Bayonne, N. J.**

**FREE PRESIDENTIAL SET TO $5 FAMOUS AMERICAN SET FLAG SET - PARK SET**

A total of 90 U.S. stamps FREE to customers of our U.S. and Foreign approvals. Send 3c NOW for 15 of the above plus particulars. **TRIBORO STAMP CO., Dept. 1909 145 Nassau Street New York 7, N. Y**

**1c** Thousands of beautiful stamps at only 1c each—why pay more when you can get the best for less. Write today for approvals. **PENNY STAMP SERVICE Orange California**

**107 DIFFERENT Stamps from Cochin, Oceanic, Comaroua, Malta, Cyprus, etc. To Approval Buyers 3c**
**Dixie Stamp Co. Dept 16 Milwaukee 1, Wis.**

**50 DIFF. UNITED STATES** including AIRMAILS, PRESIDENTIALS, high values, 50th cent. commemoratives, cents, revenues, etc. To applicants for our BARGAIN APPROVALS. FREE BIG LISTS Included. **W. C. HOOKMAN, Box 145E Maplewood, N. J.** 5c

**100 DIF. CHINA** Includes Airmails, Ships, Auto, Map, Heroes. To approval buyers. **MODERN STAMP SERVICE Box 12, Dept. 500, Wakefield Sta., N.Y. 66** 5¢

**FREE, SCOTT'S INTERNATIONAL ALBUM, VALUABLE COLORFUL COLLECTION, HINGES, OTHER BIG PREMIUMS** Full particulars with approvals Write today 3c Postage please.
**RAYMAX '70 -M Nassau St., New York 38 N.Y**

**POLAR BEAR TRIANGLE! GIANT GEO WASHINGTON & OTHERS!**

Six Colorful Ecuador, Arctic Triangle, first American Commemorative, Corsica, Devils Island Others. Everything free with approvals **CAPITAL STAMP CO. LITTLE ROCK 19 ARK**

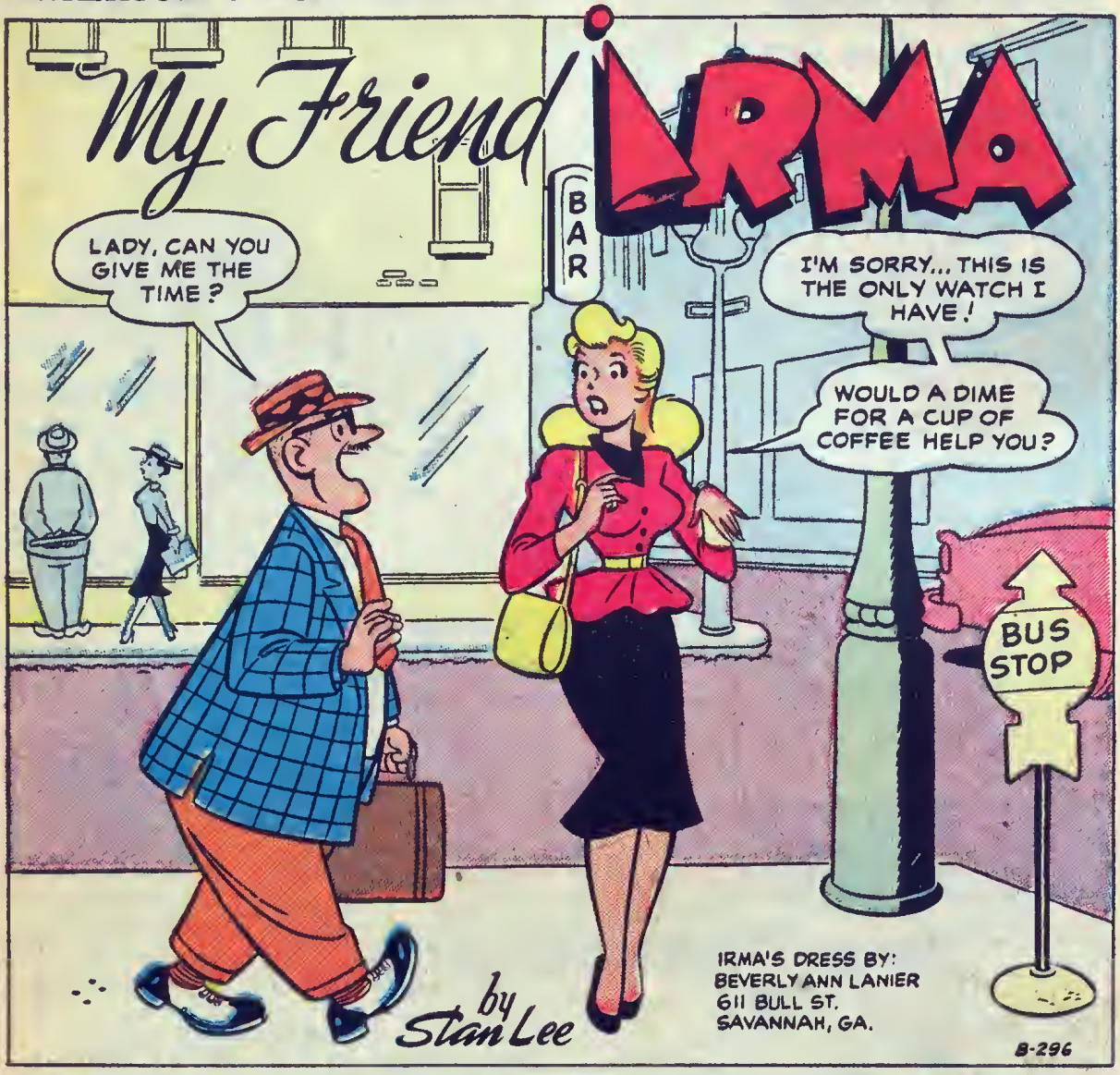
**FREE $6.00 ALBUM**

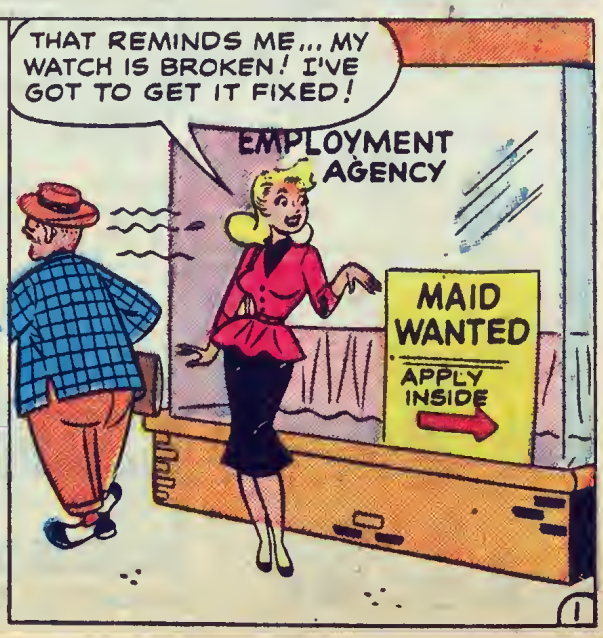
**Positively Greatest FREE OFFER**

Latest Scott's International $6.00 Stamp Album—covering entire world, contains 36,000 illustrated descriptive spaces, Scott's New Standard $7.00 catalogue "Philately's Encyclopedia"—absolutely FREE to applicants for foreign approvals becoming customers.
**BARGAIN STAMP SERVICE, SANTA ANA, CALIF.**

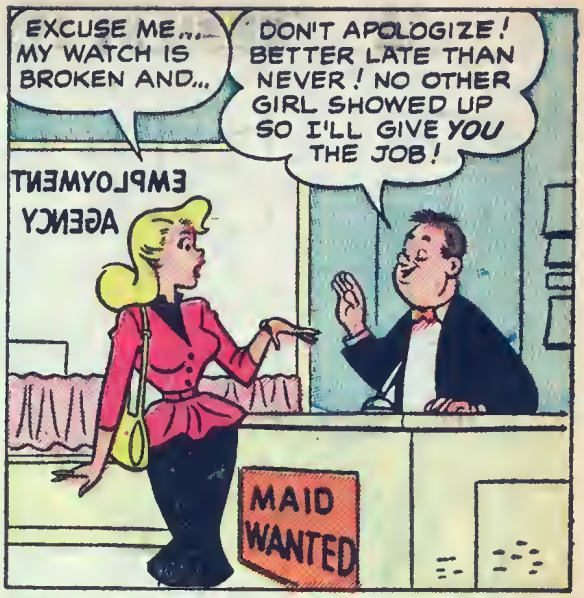
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

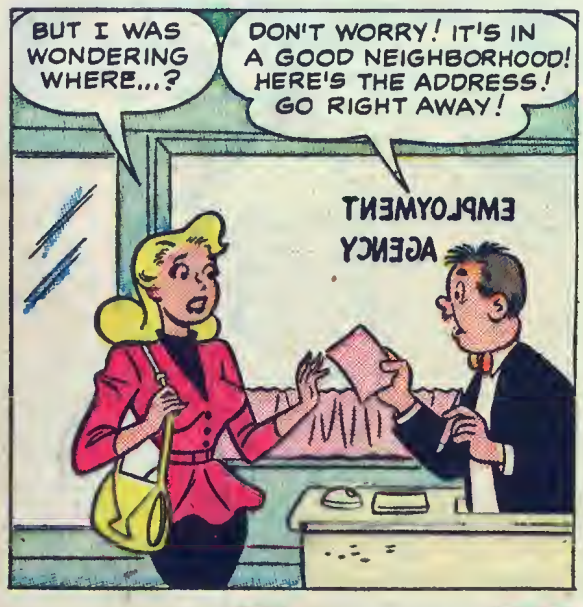
# My Friend IRMA

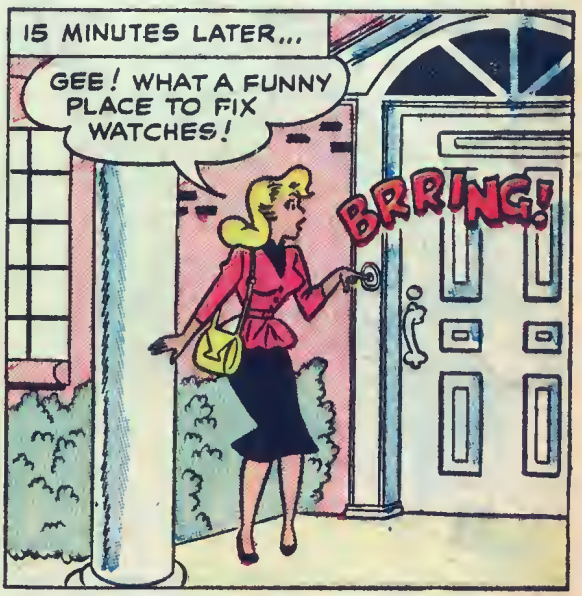

LADY, CAN YOU GIVE ME THE TIME?
BAR
I'M SORRY... THIS IS THE ONLY WATCH I HAVE!
WOULD A DIME FOR A CUP OF COFFEE HELP YOU?
BUS STOP
by Stan Lee
IRMA'S DRESS BY:
BEVERLY ANN LANIER
611 BULL ST.
SAVANNAH, GA.
B-296

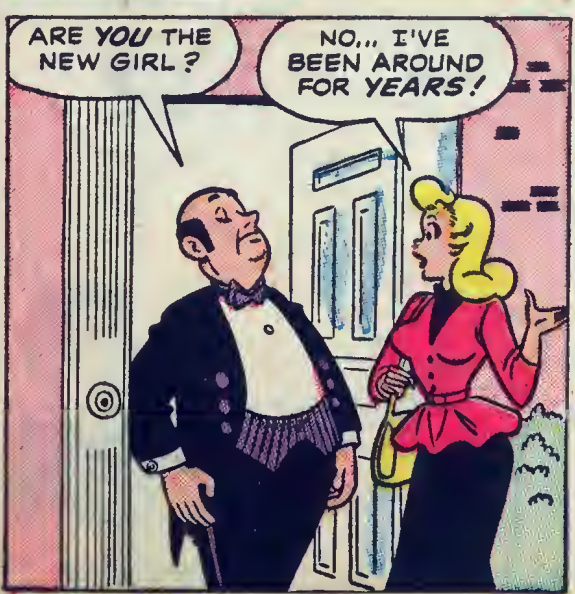


MAYBE SOMEONE IN HERE CAN TELL ME WHERE I CAN GET MY WATCH FIXED!
MAID WANT


EXCUSE ME... MY WATCH IS BROKEN AND...
DON'T APOLOGIZE! BETTER LATE THAN NEVER! NO OTHER GIRL SHOWED UP SO I'LL GIVE YOU THE JOB!
EMPLOYMENT AGENCY
MAID WANTED

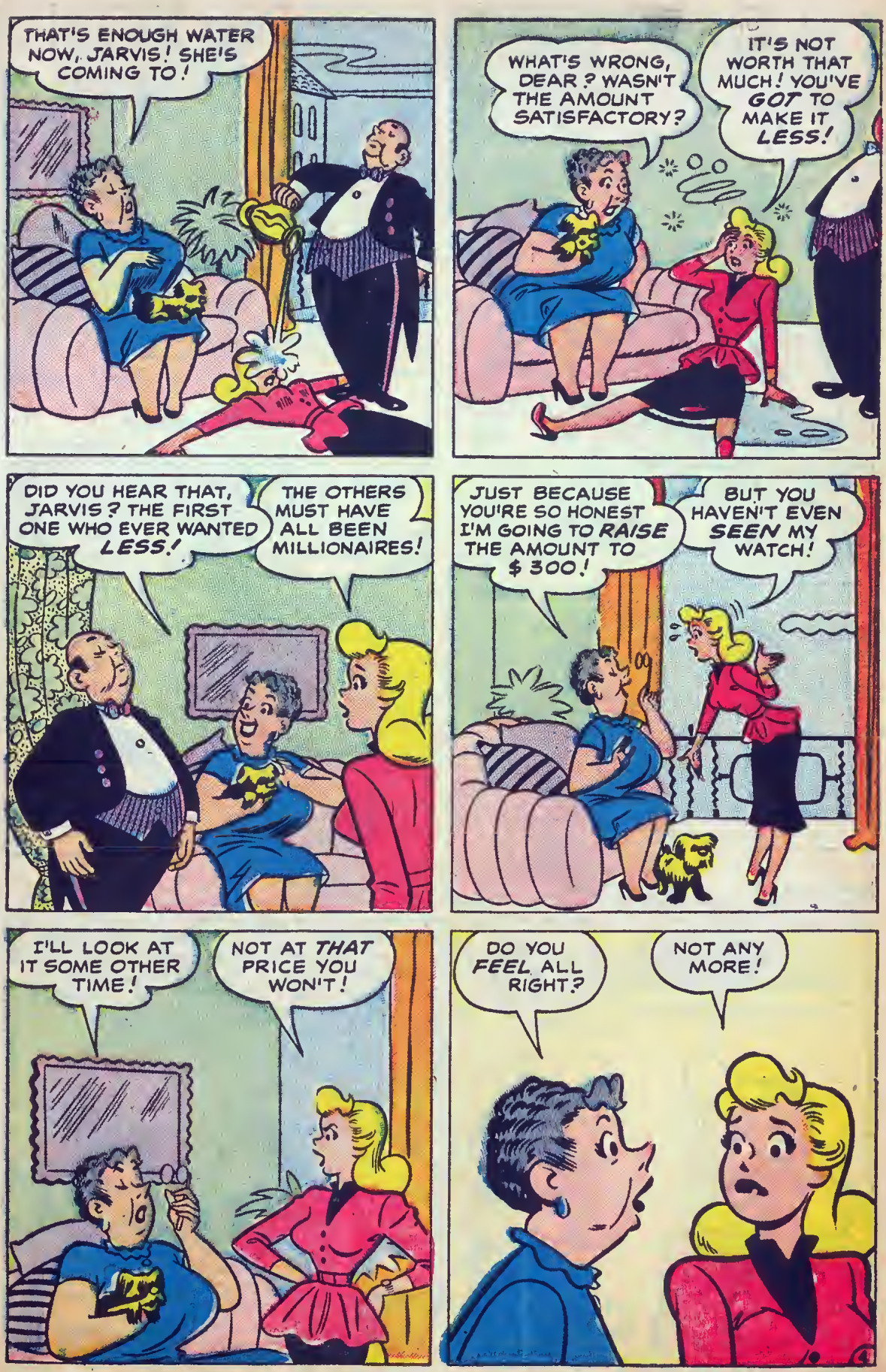

BUT I WAS WONDERING WHERE...?
DON'T WORRY! IT'S IN A GOOD NEIGHBORHOOD! HERE'S THE ADDRESS! GO RIGHT AWAY!
EMPLOYMENT AGENCY

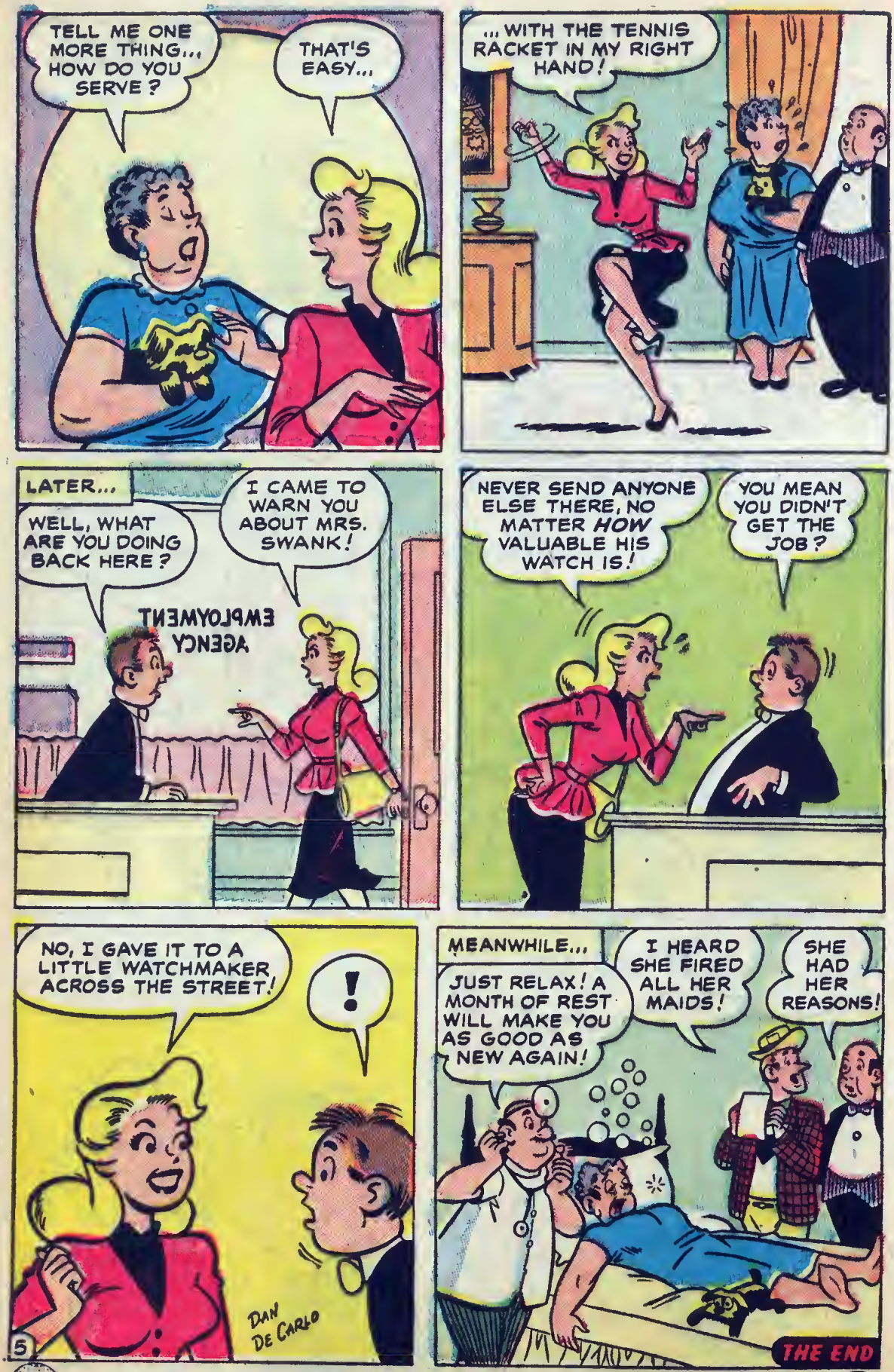

15 MINUTES LATER...
GEE! WHAT A FUNNY PLACE TO FIX WATCHES!
BRRING!


ARE YOU THE NEW GIRL?
NO... I'VE BEEN AROUND FOR YEARS!

DIDN'T YOU BRING ANY CLOTHES WITH YOU?
GOLLY, IT'S TOO HOT TO WEAR ANY MORE!
2

THE LAST GIRL WE HAD WAS HERE FOR 11 YEARS!
NO WATCH IS WORTH IT!
BUZZ ZZZ!
THAT'S MRS. SWANK! GO UP TO HER ROOM AND SEE WHAT SHE WANTS!
OKAY!
WHAT'S YOUR NAME?
IRMA PETERSON!
DO YOU USUALLY SLEEP IN OR OUT?
IN... IT'S TOO CHILLY TO SLEEP OUT!
ARE YOU TRYING TO BE FRIVOLOUS?
NO! I DON'T EVEN KNOW HER!
HOW MUCH MONEY WILL IT BE?
$ 200 EACH MONTH!


THAT'S ENOUGH WATER NOW, JARVIS! SHE'S COMING TO!
WHAT'S WRONG, DEAR? WASN'T THE AMOUNT SATISFACTORY?
IT'S NOT WORTH THAT MUCH! YOU'VE GOT TO MAKE IT LESS!
DID YOU HEAR THAT, JARVIS? THE FIRST ONE WHO EVER WANTED LESS!
THE OTHERS MUST HAVE ALL BEEN MILLIONAIRES!
JUST BECAUSE YOU'RE SO HONEST I'M GOING TO RAISE THE AMOUNT TO $300!
BUT YOU HAVEN'T EVEN SEEN MY WATCH!
I'LL LOOK AT IT SOME OTHER TIME!
NOT AT THAT PRICE YOU WON'T!
DO YOU FEEL ALL RIGHT?
NOT ANY MORE!


TELL ME ONE MORE THING... HOW DO YOU SERVE?
THAT'S EASY...
...WITH THE TENNIS RACKET IN MY RIGHT HAND!
LATER...
WELL, WHAT ARE YOU DOING BACK HERE?
I CAME TO WARN YOU ABOUT MRS. SWANK!
EMPLOYMENT AGENCY
NEVER SEND ANYONE ELSE THERE, NO MATTER HOW VALUABLE HIS WATCH IS!
YOU MEAN YOU DIDN'T GET THE JOB?
NO, I GAVE IT TO A LITTLE WATCHMAKER ACROSS THE STREET!
!
DAN DE CARLO
5
MEANWHILE...
JUST RELAX! A MONTH OF REST WILL MAKE YOU AS GOOD AS NEW AGAIN!
I HEARD SHE FIRED ALL HER MAIDS!
SHE HAD HER REASONS!
THE END

ATLAS FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER! ATLAS

# An Amazing NEW PLAN! Make Friends...Make Money..!

# GET THESE DRESSES— *Don't Pay a Penny!*

## and Make Fine Extra Money Even in Your Spare Time

**WOMEN LIKE YOU!**
(Read these Exceptional Records)



**2 Hours Pays $10.00**
My first experience netted me $10.00 in about 2 hours. It was fun, and I made new friends, Mrs. S. W. COLE, *West Virginia.*



**Made $30 In Week Spare Time**
Imagine! Inside less than a week I made $30.00 cash putting in only spare time, as I am a housewife. LOUISE ZULA, *Wisconsin.*



**Hasn't Bought Dresses In 1½ Years**
I work only part time and only among friends, and I haven't bought a dress or suit since starting a year and a half ago! ELAINE SCHECTER, *Indiana.*

**Lovely Dresses for CHILDREN of All Ages!**

Get them without paying one cent by using our plan! Adorably-styled, long-wearing dresses—including famous Den River Ginghams . . . and also T-shirts, seperates, mix-and-match, play-wear, nightwear for children.

You've never read more exciting news! Think of seeing more than 100 beautiful latest-style dresses—and you can take your pick in YOUR OWN favorite fabric, style, color and size WITHOUT PAYING EVEN ONE CENT, on this brand new intraductory plan! And all you do now is mail the coupon at the bottom of this page! You'll receive ABSOLUTELY FREE the most thrilling display of gorgeous styles you ever saw—all the latest models, the newest colors, all the popular fabrics—separates, mix-and-match, convertibles, casuals—suits, sportswear, and hosiery and lingerie too! You select the dresses you want and they're YOURS, simply for showing the beautiful styles and sending just a few orders for friends, neighbors, or members of your family. That's all! You don't pay one cent for your own dresses—and you can get dress after dress for yourself this easy way!

**You'll Fall in Love with This Way to Make Extra Money!**

The moment folks see the beautiful styles, the vast selection, and the LOW, MONEY-SAVING PRICES, they want you to send to famous Harford Frocks for dresses just like them. And for sending us their selections you get your own dresses *without paying a single penny*—and you can actually make several dollars *in one hour* of spare time besides! Don't wait! We'll send you everything you need...

## FREE! JUST MAIL COUPON BELOW!

Send no money! Just write your name, address, and dress size on coupon below (paste it on a postcard) and mail it, and we'll send you the big valuable style display so you can start at once getting your personal dresses without one cent of cost and collecting EXTRA CASH besides. Mail the coupon NOW!

## HARFORD FROCKS, Inc.

Dept. H-2105, Cincinnati 25, Ohio

**PASTE ON POSTCARD — AND MAIL!**

Harford Frocks, Inc., Dept. H-2105, Cincinnati 25, Ohio

RUSH ABSOLUTELY FREE the big, valuable Harford Frocks Style Display so I can start quickly getting personal dresses without paying one penny for them, and make extra money in spare time besides.

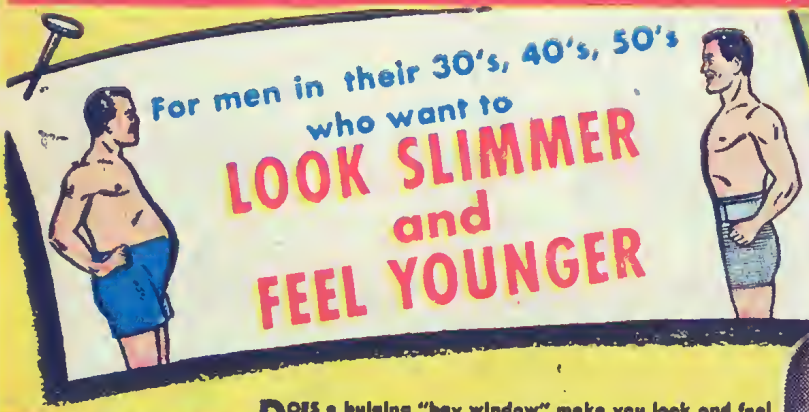
Name _____

Address _____

City _____ State _____

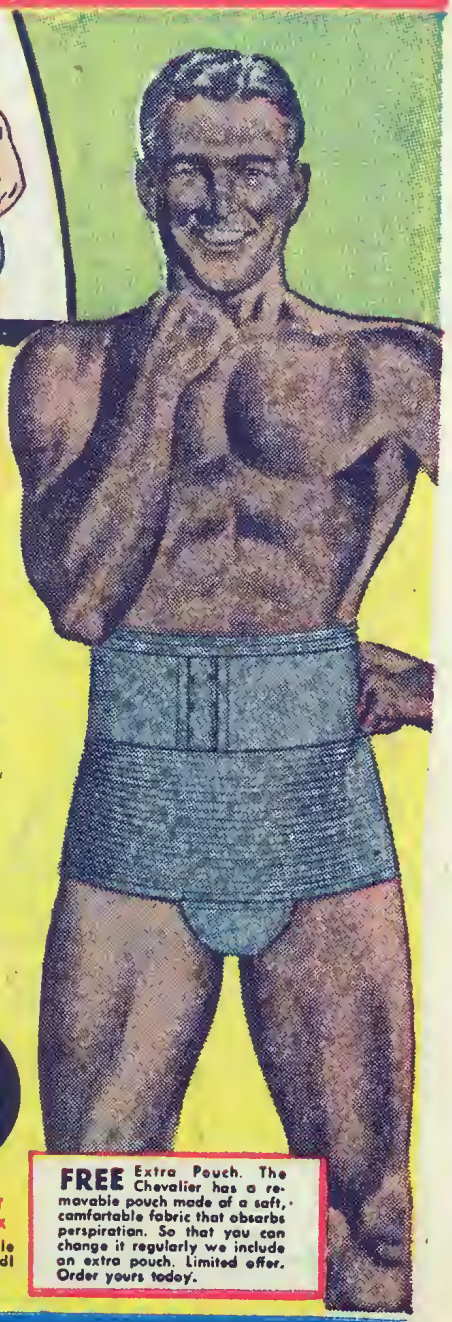
Dress Size _____ Age _____

# An Amazing NEW HEALTH SUPPORTER BELT



For men in their 30's, 40's, 50's who want to

## LOOK SLIMMER and FEEL YOUNGER



POSTURE BAD? Got a 'Bay Window'?

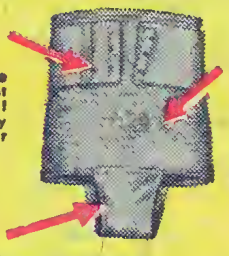
DOES a bulging "bay window" make you look and feel years older than you really are? Then here, at last, is the answer to your problem! "Chevalier", the wonderful new adjustable health supporter belt is scientifically constructed to help you look and feel years younger!

## The CHEVALIER

### LIFTS AND FLATTENS YOUR BULGING "BAY WINDOW"

Why go on day after day with an "old-man's" mid-section bulge ...or with a tired back that needs posture support? Just see how "Chevalier" brings you vital control where you need it most! "Chevalier" has a built-in strap. You adjust the belt the way you want. Presto! Your "bay-window" bulge is lifted in... flattened out—yet you feel wonderfully comfortable!

DO YOU ENVY MEN who can 'KEEP ON THEIR FEET'?



FRONT ADJUSTMENT

Works quick as a flash! Simply adjust the strap and presto! The belt is perfectly adjusted to your greatest comfort!

TWO-WAY S-T-R-E-T-C-H WONDER CLOTH

Firmly holds in your flabby abdomen; yet it s-t-r-e-t-c-h-e-s as you breathe, bend, stoop, after meals, etc.

DETACHABLE POUCH

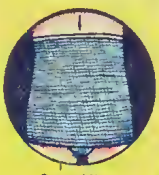
Air-cooled! Scientifically designed and made to give wonderful support and protection!

and then he got a "CHEVALIER" . . .

YOU NEED A "CHEVALIER"!

### Healthful, Enjoyable Abdominal Control

It's great! You can wear "Chevalier" all day long. Will not bind or make you feel constricted. That's because the two-way s-t-r-e-t-c-h cloth plus the front adjustment bring you personalized fit. The "Chevalier" is designed according to scientific facts of healthful posture control. It's made by experts to give you the comfort and healthful "lift" you want. Just see all the wonderful features below. And remember—you can get the "Chevalier" on FREE TRIAL. Mail the coupon right now!



Rear View

PITS SNUG AT SMALL of BACK

Firm, comfortable support. Feels good!

**FREE** Extra Pouch. The Chevalier has a removable pouch made of a soft, comfortable fabric that absorbs perspiration. So that you can change it regularly we include an extra pouch. Limited offer. Order yours today.

## FREE TRIAL OFFER

1. You *risk nothing!* Just mail coupon—be sure to give name and address, also waist measure, etc. — and mail TODAY!

2. Try on the "Chevalier". Adjust belt the way you want. See how your bulging "bay window" looks streamlined ... how comfortable you feel. How good it is!

3. Wear the "Chevalier" for 10 whole days if you want to! Wear it to work, evenings, while bowling, etc. The "Chevalier" must help you look and feel "like a million" or you can send it back! See offer in coupon!

RONNIE SALES, INC., Dept. 3311-E 487 Broadway, N. Y. 13, N. Y.

## SEND NO MONEY; JUST MAIL COUPON

RONNIE SALES, INC. Dept. 3311-E
487 Broadway, New York 13, N. Y.

Send me for 10 days' FREE TRIAL a CHEVALIER HEALTH-SUPPORTER BELT. I will pay postman $3.98 (plus postage) with the understanding that includes my FREE pouch. In 10 days, I will either return CHEVALIER to you and you will return my money, or otherwise my payment will be a full and final purchase price.

My waist measure is_____
*(Send string the size of your waist if no tape measure is handy)*

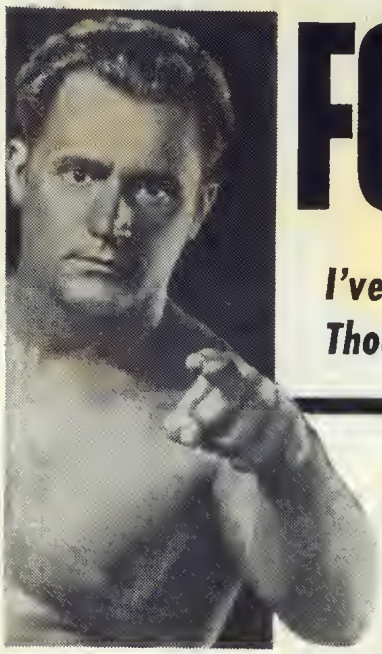
Name _____

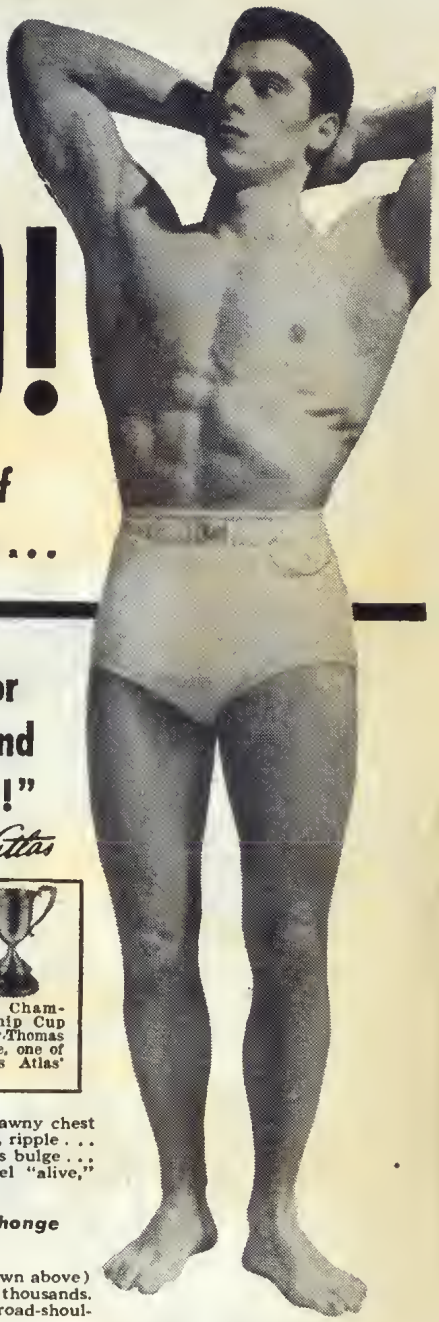
Address _____

City and Zone _____ State _____

☐ *SAVE MONEY. We pay postage if you enclose payment now. Same Free Trial and refund privilege.*

# NEW BODIES FOR OLD!





## I've Made New Men Out of Thousands of Other Fellows...

## "Here's what I did for THOMAS MANFRE... and what I can do for you!"

—Charles Atlas

GIVE me a skinny, pepless, second-rate body—and I'll cram it so full of handsome, bulging new muscle that your friends will grow bug-eyed ... I'll wake up that sleeping energy of yours and make it hum like a high-powered motor! Man, you'll *feel* and *look* different! You'll begin to *LIVE!*

### *Let Me Make YOU a NEW MAN— IN JUST 15 MINUTES A DAY*

You wouldn't believe it, but I myself used to be a 97-lb. weakling. Fellows called me "Skinny." Girls snickered and made fun of me behind my back. I was a flop. THEN I discovered my marvelous new muscle-building system — "*Dynamic Tension.*" — And it turned me into such a *complete* specimen of MANHOOD that today I hold the title of "THE WORLD'S MOST PERFECTLY DEVELOPED MAN."

**ARE YOU**

Skinny and run down?

Always tired?

Nervous?

Lacking in Confidence?

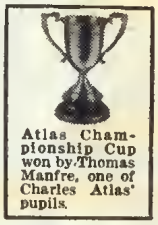
Constipated?

Suffering from bad breath?

**What to Do About It Is told in my free book!**

### *What Is "Dynamic Tension"?... How Does It Work?*

When you look in the mirror and see a healthy, husky, strapping fellow smiling back at you—then you'll realize how fast "*Dynamic Tension*" GETS RESULTS! And *you'll* be using the method which many great athletes use for keeping in condition—prize fighters, wrestlers, baseball and football players, etc.



Atlas Championship Cup won by Thomas Manfre, one of Charles Atlas' pupils.

"*Dynamic Tension*" is the easy, NATURAL method you can practice in the privacy of your own room — JUST 15 MINUTES EACH DAY—while your scrawny chest and shoulder muscles begin to swell, ripple ... those spindly arms and legs of yours bulge ... and your whole body starts to feel "alive," full of zip and go!

### *One Postage Stamp May Change Your Whole Life!*

Sure, I gave Thomas Manfre (shown above) a NEW BODY. But he's just one of thousands. I'm steadily building powerful, broad-shouldered, dynamic MEN—day by day—the country over.

3,000,000 fellows, young and old, have already gambled a postage stamp to ask for my FREE book. They wanted to read and see for themselves how I build up scrawny bodies, and how I pare down fat, flabby ones — how I turn them into human dynamos of pure MANPOWER.

**FREE** MY 32-PAGE ILLUSTRATED BOOK YOURS —Not For $1.00 or 10c—BUT FREE

Send for my famous book "Everlasting Health and Strength." 32 pages crammed with photographs and advice. Shows what "Dynamic Tension" can do for YOU.

This book is a *real* prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your whole life! Rush coupon to me personally: **Charles Atlas, Dept. 60 Y, 115 East 23rd St., New York 10, N. Y.**

**CHARLES ATLAS, Dept. 60 Y, 115 East 23rd St., New York 10, N. Y.**

Send me — absolutely FREE — a copy of your famous book, "Everlasting Health and Strength" — 32 pages, crammed with actual photographs, answers to vital health questions, and valuable advice to every man who wants a better build. I understand this book is mine to keep, and sending for it does not obligate me in any way

Name..... Age.....
(Please print or write plainly)

Address .....

City..... State.....

# GET PRIZES Make Money

## GOLD WRIST WATCH FOR GIRLS

Attractive wrist-fit watch for girls. Beautifully styled in 10k rolled gold plate. Sell one order plus $1.50.

Full size Ukelele plus ARTHUR GODFREY'S famous "push button" Player. Both for one order plus 75c.

## "JET SWISHER"

A READY-TO-FLY JET AIRPLANE

Attach wings—light fuse—& away it goes. Flies 500 ft. high. Complete with engine & jet fuel. Sell one order.

Race thru space game—for 2-3-4 players. Be first to land on Mars, Venus, other planets. Sell one order.

## DOLL LAMP

Every girl from 6 to 60 will love SOUTHERN BELLE. Beautiful 17" doll lamp. Sell one order plus $1.00.

## ELECTRONIC WALKIE-TALKIE

Complete 2-way talking system. Just string out wire —start talking. No batteries needed. Sell one order.

## JUNIOR SPORTS KIT

Touch football, 21" basketball, rubber baseball, referee's whistle. Sell one order.

## ROY ROGERS

3-POWER BINOCULARS Matched lenses, special shoulder strap. Sell one order.

## MAJESTIC RADIUM-DIAL WATCH

Figures shine in dark. Handsome, guoronteed wotch. Leather strop. One order plus $1.50.

## DICK TRACY CAMERA

Camera, complete with carrying case. Sell one order.

## Professional Type Junior Archery Set

For boys & girls. Includes hardwood bow, arm guard, 4 arrows, instructions. Sell one order plus 75c.

## SHOULDER STRAP BAG

For girls & ladies. Available in red, green, navy blue or brown. Sell one order.

## COWBOY JR. GUITAR

Ideal for beginners. Complete instructions. Nylon strings. Sell one order plus 75c.

## A GREAT KNIFE OUTFIT

Husky hunting knife plus four blade Camp knife. Double leather belt sheath. Sell one order.

## HEY FELLA'S DAISY'S RED RYDER COWBOY CARBINE

A fast-shooting 800 shot Air Rifle. Sell one order plus $2.00.

## This Easy Way—

Now YOU can join thousands of boys and girls who get fine prizes like these. Most prizes shown here and dozens of others in our Big Prize Book are GIVEN WITHOUT A CENT OF COST for selling one order of 45 Xmas Packs at 10¢ each. Some of the prizes require extra money as stated.

It's easy to sell these pretty Xmas Packs to your family, friends, and neighbors. Each Pack contains 48 sparkling Xmas Seals in brilliant colors — all for 10c. When sold send us the money and choose your prize from the Big Prize Book, or, if you want to make money, take 1/3 cash commission. Many boys and girls sell the packs in one day and get their prize at once. You can, too!

Mail the coupon TODAY for one order of Xmas Packs and that Big Prize Book showing more than 75 exciting prizes to choose from.

Send no money—we trust you.

**AMERICAN SPECIALTY COMPANY**
Dept. 292, Lancaster, Pa.
OUR 34TH YEAR

AMERICAN SPECIALTY CO.
Dept. 292, Lancaster, Pa.

Please send me your Big Prize Book and one order of 45 Xmas Packs. I will resell them at 10¢ each, send you the money, and get my prize.

Name_____

Address_____

City_____

State_____